Hardik Idnani

P: 0426210589 E: raohardik10589@gmail.com
LinkedIn: http://au.linkedin.com/in/hardikidnani
www.hardikidnani.com

Profile

Tertiary qualified data analytics professional with a demonstrated history of working with Technology/Ecommerce Industry, Marketing Agencies, Ecommerce, Finance/Superannuation Industry & Education Industry. Always excited to use data to improve business performance and drive organizational growth.

Skills Summary

- **Analytics**: Google Marketing Platform [Google Analytics 360, DV360, SA360, Google Tag Manager], SPSS, Certified-Google Analytics Individual Qualification, Google BigQuery, Alteryx

- **Statistics:** Regression Analysis, Attribution Modelling, Segmentation, Clustering, MMM

- **Data Visualization:** Tableau, Google Data Studio, Looker

- **Database:** Teradata, Hadoop, HIVE, MySQL, MS SQL server, AWS

- **Languages/Scripting:** Python with Pandas, Flask Framework, JavaScript, HTML

Industry Experience

Marketing Analytics Manager   **Sep 2019 – Present**
Gumtree Australia – eBay
Responsibilities

- Leading the marketing teams in their interpretation of campaign results, brand and performance health metrics, channel efficiency, optimization & ROI, acquisition and retention drivers and strategic marketing tests.
- Creating and managing scalable reporting/dashboards by munging more than hundreds of millions of rows that highlights the areas of improvement and influence strategy.
- Using advanced modelling to gain understanding and provide a clear narrative of the drivers/anchors of customer behaviour to identify opportunities to improve marketing effectiveness and growth.
- Supporting marketing functions of digital performance, CRM, brand, PR, Social Media and content by application of statistical, analytical and data synthesis skills to correlate business performance to marketing investments.

Senior Acquisition Analyst   **May 2018 – Aug 2019**
AustralianSuper
Responsibilities

- Lead the direction of analytics that helped the organisation to test and learn new channels of acquiring customers via data-driven insights to cross-functional teams.
- Built a profitability model that helped the organisation to make statistically significant decisions before testing a new customer acquisition hypothesis.
- Mentored and managed analysts that helped the organisation to build dashboards and A/B testing any new ideas that can help to improve the digital channels.
- Helped the stakeholders to manage million dollars marketing budget, and delivered end to end insights from GTM (Go to Market Methodology) with pre and post-marketing initiatives.

Achievements

- Awarded quarterly spirit award for excellent outcomes and generosity of spirit.

Data Insights Analyst   **July 2017 – May 2018**
Melbourne Business School
Responsibilities

- Evaluated the digital marketing initiatives from different platforms and generating insights dashboards (using Tableau, Google Data Studio) that creates more data visibility across the whole organization.
- Analysed data using various statistical techniques (Methods: Regression Analysis, Mean differences) Tools: SPSS, Python[Pandas Framework]) that benefits the business to make better decisions.
- Built statistical models to evaluate the ROI of brand campaigns, and also to optimize the best conversion paths.
- Developed and implemented mechanisms to collect and extract data (using Python) to generate management reports, including insights from the analysis, for stakeholders.

Teaching Assistant – Data Visualization   **June 2017- July 2017**
Melbourne Business School, Melbourne
Responsibilities

- The sessions were spent doing simple practice examples and problems on a combination of ggplot2/Rstudio, and Python in relation to Seaborn, matplotlib, Bokeh, Plotly and Tableau.

Data Analyst   **September 2015- July 2017**
Isentia (formerly King Content), Melbourne
King Content(acquired by Isentia) is a global content marketing agency that delivers award-winning content marketing services with a global presence around the world.
Responsibilities

- Integrated internal applications with 3rd party reporting APIs such as Google Analytics: web-based developed with Python and associated tools: Pandas, NumPy/Scipy and Ipython that helped the company to have a data visibility across versatile social media platforms.
- Produced regular and ad-hoc management reports and dashboards using Tableau & Google Data Studio for internal and external stakeholders.
- Implemented curriculum and conducted staff training sessions for reporting tools such as Google Analytics and Adobe Analytics.
- R&D on a set of scoring algorithms, along with the development of the resulting applications. Algorithms consisted of methods for scoring and ranking content, data and contributors using statistics, regression analysis and predictive modelling.

Achievements

- Awarded Hero of the Month(internal award ceremony) for conducting and implementing staff training sessions.

Data Scientist   **Nov 2014-Feb 2015**
Sense-Co, Hobart
Sense-Co is an exciting new company with a bold vision of making the Australian food and agriculture industry a world leader in use of real time data to make better decisions.
Responsibilities

- Analyzed raw sensor transducer data for accuracy and calibration, and performed data extraction from AWS cloud using Python programming language.
- Acted as the second tier within a three-tier helpdesk system, to pinpoint the source of identified problems, allocate to appropriate Tier 3 area and track to resolution

"Life is short, don't give up on your dreams"

- In consultation with the CEO, planned and coordinated the delivery of data reports for 21 farm managers and investors, which helped in reporting the performance of 400 sensors.
- Represented the data throughout the project life cycle to ensure requirements are met, tested and successfully implemented.
- Captured Business, Functional and Non-Functional requirements by documentation, and defined the solution boundaries and the scope of beta trial phase.
- Analyzed interaction between environmental sensor data and radio frequency in real world wireless technology system using data visualization tools like Tableau.

Achievements
- Industry experience award from Swinburne University of Technology

Financial Consultant   March 2009-June 2013
HDFC Standard Life Insurance, India
HDFC Life is long-term life insurance provider with its headquarters in Mumbai, offering individual and group insurance. It has 400+branches and presence in 980+ cities and towns in India

Responsibilities
- Reviewed and evaluated financial health which includes debts owned by customer, savings and investment, regular expenses and understood short term and long-term goals to be fulfilled.
- Explained and documented for clients the types of services that are to be provided, and the responsibilities to be taken by the personal financial insurance consultant.
- Interviewed clients to determine their current income, expenses, insurance coverage, tax status, financial objectives, risk tolerance, and other information needed to develop a financial plan.
- Monitored financial market and trend to keep on revising the current plans, and to inform clients about updates.

Achievements
- Handled around 100 clients, and benefitted the company with two folds increment on their insurance investments.

Education

Master of Information Technology (Distinction Average)   June 2015
Swinburne University of Technology, Melbourne, Australia

Bachelor of Information Technology (Distinction Average)   Aug 2013
Charotar University of Science and Technology, Changa, India

Diploma of Information Technology (High Distinction Average)   Aug 2010
Nirma University of Science and Technology, Ahmedabad, India

References

Available on request.