

Nitín Gupta
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Career Summary

- Demonstrated achiever with knowledge and experience of online markets and business practices.
- Expertise in “Data” to “Business Metrics” to “Knowledge” to “Business Strategy”.
- Strong engineering background with analytical and computing skills. Extensive experience in Knowledge Management and retrieving knowledge and actionable information from High volume Data.
- Expertise in Weblogs Mining to Marketing Strategy, Data Warehousing, Data Mining.
- Skilled at learning new concepts quickly, working well under different situations, and communicating ideas clearly and effectively.
- Extensive knowledge of Perl, PHP, C++, MySQL and Oracle. Also familiar with common business analysis tools SAS, Weka, Microsoft Analysis Server, etc.
- Experience of working with different teams within organization.
- Andale's Shark Award holder from CEO for outstanding performance in Weblogs Analysis in 2004.
- Andale's Shark Award holder from CEO for outstanding performance in Managing Business Analysis Processes in 2006.

Education

B.Tech. (Major: Civil Engineering), Indian Institute of Technology, Kanpur, India – Class of 2002

Career History:

Senior Business Strategy Analyst, Dept.: R&D, Vendio India (previously Andale Inc.,)
(May-2004 – till date)

- Working directly with Executive Team for Strategic planning of the company. Worked end to end from Data to Information and from Information to Knowledge.
- Web logs mining of company's website for providing actionable information for different BU's of the company.
- Data mining of eBay's DLA data to provide actionable information for business.
- Implemented Knowledge Management system for regular reporting and analysis by customizing open source technologies in Data Warehousing, Data Mining and MIS.
- Daily and Monthly Reports to different BU's of the company measuring different KPI's for business.

Yahoo! Technical, Yahoo! Bangalore (A subsidiary of Yahoo! Inc.)
(Feb-2003 to May-2004)

- Engineer in Search Team, developed a Perl based framework to monitor user experience of Yahoo! Search Technology, I got chance to implement this tool for other product like Front Page. The tool emerged as a company wide method for monitoring user experience.
- Front Page Analysis – Repeated visitor analysis using Yahoo's internal Data Warehouse techniques.
- Remote Merchant Integration for key Yahoo! Shopping merchants in Europe and Australia.

.NET Trainee Engineer, AD Web Technologies (Nov-2002 to Jan-2003)

- Worked as VB.NET Trainee, learnt the technology and worked on couple of commercial projects.

Research Staff, University of Queensland, Australia (Jun-2002 to Sep-2002)

- Managed the setup for laboratory equipment and executed simulation. For getting the equipment ready I worked there with the people from different departments, interaction with the people of different nationalities was a good experience.

I hereby declare the information given above is correct to the best of my knowledge.

Date: 15th May 2007
Nitín Gupta