

SENTHIL THYAGARAJAN

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PROFESSIONAL EXPERIENCE

Analytics Director, Mekanism, New York, NY

June 2023 –Present

- Built real-time reporting dashboards with Supermetrics & BigQuery, integrating cross-channel data to improve decision-making.
- Developed a RAG tool that cut insight generation time by 30%, streamlining reporting and enhancing data-driven decision-making.
- Condensed 100+ slides into a one-page executive report, simplifying media insights for C-suite stakeholders.
- Embedded a data-driven culture, mentoring teams on analytics tools and integrating data into agency strategy.
- Created an in-house benchmarking tool, saving \$150K annually and improving media performance evaluation.
- Implemented real-time anomaly detection via Slack/email alerts, reducing response times by 40% and enabling faster optimizations.
- Drove \$2M+ in new client revenue, integrating advanced reporting frameworks into business development.
- Led and mentored a team of 10, delivering 15+ analytics projects on time, strengthening data-driven decision-making.

Associate Director Analytics, Mekanism, New York, NY

April 2021 –June 2023

- Led the development of client-specific measurement frameworks, aligning reporting to client goals and ensuring that analytics provided a competitive advantage.
- Automated reporting pipelines, reducing manual effort by 50% and saving 20+ hours weekly, enabling the team to focus on strategic analysis and client presentations.
- Drove customer acquisition cost reductions through advanced statistical models, optimizing campaign performance for better ROI.

Sr Analytics Manager, Mekanism, New York, NY

June 2019–April 2021

- Built custom dashboards for real-time media performance tracking, consolidating data from various platforms and simplifying the visualization of key metrics for internal teams.
- Led sales performance analysis through data modeling and historical forecasting, helping clients link campaign results to business outcomes.
- Implemented automated workflows for media reporting, reducing manual data extraction and processing time, leading to faster turnaround on key insights.
- Worked with media planners to refine campaign strategies based on data-driven insights, helping improve media flighting and budget allocation decisions.

Analytics Manager, In4mation Insights, New York, NY

Feb 2018 –May 2019

- Developed and maintained R Shiny applications using Teradata and SQL Server for brand forecasting, evaluation of advertisement, optimization model outputs and pricing activities for CPG and media clients.
- Guided the client teams with User Acceptance Testing and best practices for using the analytics dashboards thereby onboarding 7 new clients to the new analytics dashboards.

Senior GIS Developer (Data Analytics), Tango Analytics – Irving, TX

June 2013 –Jan 2018

- Developed dashboards using D3js, Python and R for visualizing demographic variables within store trade areas assisting the clients in understanding the underlying important demographics and target marketing.
- Implemented PL/SQL procedures for generating demographic reports, trade areas, sales forecast model.

SKILLS

Data Analytics	R Shiny, Looker, Alteryx, Tableau, Origami Logic, AWS, MS Excel
Media Analytics.	Google Analytics, GTM, AdWords, DCM, Brand lift studies,
Machine Learning.	Linear & Logistic Regression, Linear and Logistic Regression, Decision Trees, Random Forests, Gradient Boosting, Causal Analysis, Clustering, Isolation Forests
Languages	R, Python, JavaScript, SQL, Google app scripts
Libraries	R Shiny, d3js, dplyr, tidyR, ggplot2, leaflet, Plotly, Pandas, Numpy, Scikit-learn,
Web Design	HTML, CSS, Bootstrap, Angular Material Design
GIS Tools	ArcGIS Suite, QGIS, Map Server, ERDAS Imagine, Google Earth, MapInfo, Maptitude

EDUCATION

University of Texas, Dallas	M.S – Geospatial Information
Science Symbiosis, India	M.S – Geoinformatics
Anna University, India	B.S – Electronics and Instrumentation
Engineering	