

SOHAN KOTA

EXPERIENCE

Phil - San Francisco, CA

2019 - Present

Analytics Lead

- Led all data & analytics functions for mid-sized healthcare tech startup; promoted to position reporting directly to CEO
- Worked with CEO to analyze company priorities & provide relevant data for daily executive team meetings
- Created ETL to record & analyze company profitability on an order-by-order basis; no such data previously existed
- Was main source for all data company-wide, including for sales, product management, operations & finance
- Worked with external clients to determine data reporting needs; created custom external reports for several clients
- Implemented & maintained Looker instance for company-wide self-serve analytics
- Coded functions in Python to automatically enter vital manual data directly into Postgres/Looker from Google Sheets

RepairPal - San Francisco, CA

2018 - 2019

Sr. Manager, Analytics

- Used Python to automate multifaceted partner claims ingestion, matching, billing & invoicing process
- Implemented Mixpanel on web & mobile; coded custom ETL process to read & store millions of daily events from API
- Sped up existing ETL processes, loading 20 production web data tables into Google BigQuery in under 5 minutes
- Updated and refactored statistical car reliability analysis in Python

Stockcallers - Oakland, CA

2018

Founder

- Built gamified stock & cryptocurrency prediction marketplace on AWS
- Created and optimized webservice to score predictions using a Monte Carlo simulation written in Python which runs 10,000 random walk price simulations in approximately 400 milliseconds
- Designed backend API calls and ETL processes in Python to store minute-by-minute prices in AWS PostgreSQL database, as well as update volatility & price trend figures every 5 minutes to feed Monte Carlo simulation
- Built frontend Javascript process calling custom Python webservice to update stock/cryptocurrency prices on-the-fly

Thumbtack - San Francisco, CA

2016 - 2017

Analytics Manager

- Designed data schema, ETL processes, analytics strategy & reporting for new Thumbtack Payments product, working with backend engineers to identify correct data sources, and with internal finance teams to determine end user needs
- Revamped data schema, ETL processes, analytics strategy & reporting for Trust & Safety team, working cross-functionally to create correct data sources, redesign analytics & create comprehensive reporting to reduce fraud
- Onboarded/managed team of 2 product analysts; worked with them to evaluate several experiments
- Created statistical scoring model for evaluating all 240,000 Thumbtack professionals, ranking their value to the site
- Led analytics team in designing/teaching SQL training sessions to enable self-serve reporting across the entire org

Lookout Mobile Security - San Francisco, CA

2014 - 2016

Sr. Data Analyst - External Partners Team

- Designed top-to-bottom ETL processes & analytics for several carrier partner integrations, including automated email reports in Ruby for external clients, Tableau dashboards for internal Sales managers, and invoicing for Finance dept
- Created ETL to run time series analysis on billions of Kafka messages for external phone location accuracy reporting
- Used forensic analysis to discover deep-rooted billing errors; worked with external partners and internal Engineering department to fix errors, refund customers if needed, and quantify discrepancies for financial reporting purposes
- Created central Tableau repository for Finance & Sales, containing & organizing all company revenue figures

Auto Industry Consulting - Michigan & New Jersey

2010 - 2013

Consultant - Two Firms, Various Auto Industry Clients

- IHS Automotive Consulting:
 - Led global data teams in collection of automotive component supply chain & production information
 - Created several custom market analyses, giving clients all-encompassing forecasts of industry trends, supply chains, and future technologies for automotive components
 - Reviewed corporate strategy for Tier 1 automotive suppliers, using internal IHS database, regulatory forecasts, and financial data from clients' board meetings to recommend best uses of future capital investments
- Urban Science:
 - Led global data teams in collection of automotive component supply chain & production information
 - Created several custom market analyses, giving clients all-encompassing forecasts of industry trends, supply chains, and future technologies for automotive components
 - Reviewed corporate strategy for Tier 1 automotive suppliers, using internal IHS database, regulatory forecasts, and financial data from clients' board meetings to recommend best uses of future capital investments

CarZen.com - New York, NY

2008 - 2010

Head of Data & Analytics

- Co-created numerical system to objectively rate 400+ new car models in over 30 categories each using nearly 100,000 data points collected from the Internet; maintained this rating database for all current models
- Co-created "matchmaking" model to show web users the optimal car for their needs, wants, preferences, and pricing band based on input from short survey combined with objective scores from rating system database
- Managed 10-person data team in India to collect numerical results from automotive reviews on the Internet, which were used to populate rating system database

EDUCATION

Fordham University School of Law

JD, Class of 2009

- Passed July 2010 New York State bar, 175 LSAT score (99.7th percentile)

University of Michigan, College of Engineering

BS, Class of 2004

- Major: Industrial & Operations Engineering (in-major GPA: 3.7)

TECHNICAL SKILLS

- Data manipulation: **BigQuery / PostgreSQL / MySQL / SQL Server / Hive / Hadoop**
- Data visualization: **Periscope / Mode Analytics / Tableau Server / Mixpanel / Looker**
- Languages (varying experience levels): **Python / Ruby / HTML / Javascript**
- Other: **Amazon Web Services setup & management / GCP Platform / Kafka**

SIDE PROJECTS / OTHER

- **Motorsports** - have been competing in time attack events for several years; won 2017 SpeedVentures S2K Challenge
- **Python For Data Science Bootcamp** - completed General Assembly course covering machine learning basics, including use of numpy, pandas, and decision tree/k-NN/k-means models in scikit-learn
- **Formula 1 Picks Site** - created Formula 1 predictions league website used by approximately 30 friends and coworkers; previously ran league via Google Docs since 2011; link at www.sohankota.com/sideprojects
- **NBA Basketball Data Analytics** - created data analysis platforms using automatic collection of box scores with Tableau, Excel and Access for use in fantasy NBA leagues and daily game predictions, since 2010
- **Geographic Jewelry Business** - created system to download geographic boundary data from OpenStreetMap and create accurate SVG files using PostGIS for automatically laser cutting jewelry
- **Math League** - was a member of #1 high school math team in the country, focusing on non-routine problem solving