

SAMIR HUSAIN

New York, NY (Open to relocate) | samir.husain26@gmail.com | [linkedin.com/in/samirhusain26](https://www.linkedin.com/in/samirhusain26)

PROFILE

Advertising marketplace analyst with 8+ years in programmatic monetization, auction pricing, experimentation, and forecasting. Translate SQL and Python analysis into product, pricing, and revenue decisions.

TECHNICAL SKILLS

Programming & Data: SQL, Python (pandas, notebooks), R; Databricks, BigQuery, Redshift. **Statistics:** A/B experiment design/evaluation, hypothesis testing, regression.

Forecasting & Marketplaces: Revenue, traffic/ad-inventory forecasting; auction dynamics, yield management, pricing. **Tools:** Tableau, Power BI, Google Ad Manager, Google Analytics.

PROFESSIONAL EXPERIENCE

Netflix

New York, NY

Associate, Revenue and Yield Analytics

January 2026–Present

- Analyzed auction pricing and advertiser concentration across a \$1.5B ads business using SQL, Python, and cohort comparisons; shaped advertiser-diversification and pricing recommendations.
- Identified bid-funnel inefficiencies and recommended traffic shaping to match bid opportunities with relevant advertisers, contributing to a 10% relative reduction in bid-rejection rate.
- Automated twice-daily clearing-price dashboards, adopted across teams to replace manual pricing spreadsheets.
- Standardized impression-weighted auction KPIs and corrected reporting errors, aligning US/Canada teams, leadership, and DSP partners on reliable marketplace insights to inform pricing decisions.

Chegg Inc.

New York, NY

Manager - Ads and Subscription Analytics

June 2025–December 2025

- Led analytics for a \$40M ads and subscriptions portfolio; built seasonality-aware traffic and ad-inventory forecasts to support direct-sales commitments, revenue planning, and executive decisions.
- Analyzed retention, monetization, and funnel drivers; supported a 5% subscription revenue lift (\$600K).
- Identified \$1M in revenue leakage through user-behavior and fraud analysis, informing detection-system improvements.

Senior Business Analyst - Ads

July 2022–June 2025

- Analyzed competitors and ad journeys to shape programmatic and direct-ad strategy, driving \$2.5M in incremental revenue.
- Reconstructed clickstream sessions in Databricks SQL to diagnose ad-delivery failures; recovered \$1.5M in revenue and informed product plans through scenario modeling.

Business Analyst - Ads

October 2020–July 2022

- Designed A/B test measurement for an ML-driven subscription-targeting initiative, defining test/control cohorts, primary and guardrail metrics, and statistical evaluation; estimated \$3.5M in incremental subscriber lifetime value.
- Migrated Adobe/Google Analytics data pipelines to an internal warehouse, saving \$400K.

STAQ Inc.

New York, NY

Support Analyst

June 2020–October 2020

- Configured databases and built dashboards/API integrations, reducing manual reporting time by 60%.

DataBeat Consulting Ltd.

Hyderabad, India

Business Analyst

January 2018–March 2019

- Benchmarked \$700M in programmatic ad revenue across 30 US publishers to inform product strategy.
- Built an R-based identifier-standardization system, improving data accuracy and reducing manual work by 75%.

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management (Dean's List)

May 2020

Birla Institute of Technology and Science

Pilani, India

Master of Business Administration

June 2017

Rajiv Gandhi Technical University

Indore, India

Bachelor of Engineering, Electronics and Communication

June 2015