


# SAMIR HUSAIN

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## PROFILE

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Strategic analytics leader with 7+ years of experience across advertising, product, and sales analytics. Proven expertise in ad monetization, forecasting, experimental design, and stakeholder alignment. Delivered \$10M+ in incremental revenue through targeted analysis, data storytelling, and cross-functional execution.

**Technical Skills:** SQL, Python, R, Databricks, Domo, Tableau, PowerBI, Google Analytics, Amplitude, Google Ad Manager, A/B testing, Redshift, BigQuery, Statistics, Machine learning, Time series forecasting

## PROFESSIONAL EXPERIENCE

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### Chegg Inc.

New York, NY

*Manager - Ads and Subscription Analytics*

*June 2025–Present*

- Led a team of analysts on a \$40M Ads and Subscriptions portfolio, owning forecasting, aligning with business goals, and delivering insights through cross-functional collaboration and executive reporting to drive strategic decisions.
- Executed deep-dive analyses of subscriptions to quantify drivers of retention, monetization, and funnel performance - unlocking a 5% lift in subscription revenue worth \$600K in incremental gains.
- Uncovered \$1M in revenue leakage by analyzing user behavior and detecting fraud, improving detection systems.

*Senior Business Analyst - Ads*

*July 2022–June 2025*

- Led competitive intelligence and in-depth user journey analysis to uncover monetization opportunities, directly influencing strategy for the programmatic and direct ads sales and driving \$2.5M in incremental revenue growth.
- Diagnosed complex ad delivery issues through root cause analysis and clickstream session reconstruction using Databricks SQL. Captured \$1.5M in revenue and informed product planning through scenario modeling.
- Partnered with legal and engineering teams to implement data governance and ensure GDPR/CCPA compliance.

*Business Analyst - Ads*

*October 2020–July 2022*

- Developed measurement framework for ML-powered ad buying algorithm. Analyzed A/B tests and user journey data to optimize attribution and funnel performance, unlocking \$3.5M in incremental subscription revenue.
- Led an initiative to migrate data pipeline from Adobe/Google Analytics to an internal data warehouse saving \$400K.

### STAQ Inc.

New York, NY

*Support Analyst*

*June 2020–October 2020*

- Led end-to-end client onboarding process, including database configuration and dashboard development, resulting in a 60% reduction in manual reporting time and significantly improving client reporting efficiency.
- Built API integrations and collaborated on product features, contributing to several new platform integrations.

### DataBeat Consulting Ltd.

Hyderabad, India

*Business Analyst*

*January 2018–March 2019*

- Led development of a performance benchmarking product for programmatic monetization. Analyzed \$700M in ad revenue across 30 major US publishers and shaped product strategy using user insights.
- Built R-based system to standardize inconsistent identifiers, improving accuracy and reducing manual work by 75%.

## EDUCATION

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### Purdue University, Krannert School of Management

West Lafayette, IN

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

*May 2020*

- Coursework: Statistics, Predictive analytics, Marketing analytics, Big data, Data Visualization, NLP, SQL
- Built an automated computer vision tool using Tesseract OCR and TensorFlow to identify labels from product images with 93% accuracy, delivering \$7.5M in potential savings and reducing compliance check time by 90%.

### 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*