Priya Nair

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Expedia Group
Seattle, WA

Re: Senior Data Analyst, Marketing Analytics

Dear Hiring Manager,

Your posting asks for an analyst who can own marketing attribution and explain it to the people who control the budget. For the last two years that has been a large part of my job at Zillow, and it's the work I'd most like to keep doing.

At Zillow I built the attribution model our growth marketing team now uses to plan spend. The first quarterly readout moved $1.2M out of two channels that looked efficient on last-click and into ones that held up under a holdout test. The model itself is SQL and dbt on BigQuery with a Python layer for the weighting, but the part that took longest was the readout: I rebuilt it three times until the channel managers could see their own numbers in it and stop arguing with the method.

I also run most of our experiment analysis. I've designed and read out more than 30 A/B tests, and I built the funnel dashboard in Looker that about 40 product managers check each week, which cut the one-off requests coming to my team roughly in half. Before Zillow I spent two years at Redfin automating KPI reporting and segmenting listings data, so I'm comfortable with messy source tables and with being the person who has to say a number is wrong.

I'd be glad to walk through the attribution model and what I'd do differently with Expedia's booking data. Thank you for your time.

Sincerely,

Priya Nair