Piyush Mishra

Analytics & Personalization Consultant

Agile, result-oriented Software professional with 6+ years of experience in Digital Analytics, Personalization, Data Engineering and Visualization, with excellent analytical and problem-solving skills. Expert in Web Analytics tracking and tag implementation, with experience in descriptive and diagnostic analysis and dashboard.

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AREAS OF EXPERTISE

Adobe Marketing Suite   Adobe Launch   Adobe Analytics   Adobe Target   Google Analytics   Google Tag Manager

Observepoint   JavaScript   JQuery   Campaign Analytics   Test & Personalization   SAP/ABAP   SQL

Informatica   Tableau   Python   Protyping & Product Designing   Development & Training

PROFESSIONAL EXPERIENCE

Technical Lead (Senior Software Engineer)
Wipro Technologies
08/2021—till present   *Kolkata, India*

Project Type
Development & Consulting

Client Information
Client is an American multinational manufacturer and marketer of home appliances, that sells products under a wide variety of brands like KitchenAid, MayTag, Amanna,etc., headquartered in Michigan, United States.
The project aims to develop e-commerce use cases using email based marketing approach, using omnichannel marketing strategy with goal of creating a consistent brand experience.

Tools
Adobe Launch, Adobe Analytics, Adobe Campaign, Adobe Target & Recommendations, SAP Hybris

Achievements
- Responsible for creating plans and executing A/B tests, Experience Targeting,and Recommendations using Adobe Target
- Created activity and audiences to achieve solutions for targeting & re- targeting uses cases such as Lead Gen Modal Show, Cart Abandonment, Registration Abandonment, Browse Abandonment, etc.
- Executed different scenarios using Adobe Target's Recommendation algorithms to achieve solutions for
  - ❖ Out of stock recommendation
  - ❖ Similar Product recommendation
  - ❖ Cross Sell recommendation
  - ❖ Last Purchased item based recommendation
  - ❖ Top Selling recommendation using Adobe Audience Manager's Profile Merge Rule
  - ❖ Recently Viewed products recommendation
  - ❖ Product Abandonment recommendation for email marketing
  - ❖ Best Deals,
  - ❖ Back in Stock
  - ❖ Bundled product recommendation, etc.
- Responsible for planning and executing multiple campaigns targeting Zip Codes, such as Memorial Day, Mid-Summer Sale, Off Holiday Campaigns, Labor Day Sale, etc.
- Implemented different experiences targeting users with different sold-to-group codes, for ex.Military, Medical,Teacher, Professional using experience targeting
- Implemented analytics tracking events through Target and Direct Call Rule in Launch for tracking interactions with contents.

- Responsible for creating solution and technical design documents from functional designs to achieve solutions for functional stories
- Also responsible for managing a team of 4 members, efficiently monitoring and managing execution and performance of each use cases

Technical Lead (Associate)
Cognizant Technology Solutions
07/2017—05/2021

Project Type
Implementation, Migration & Support

Client Information
Client is an American multinational corporation that provides IT services, including digital, technology, consulting, and operations services with headquartered in Teaneck, New Jersey, United States.
The project aims to migrate its current implementation in Adobe DTM to Adobe Launch.
It also aims to attain support for analytics audit of the existing component changes, implement tracking of the new pages launched under its domain, and sites migrated from other domains to its primary domain.

Tools
Adobe Launch, Adobe DTM & Adobe Analytics, Observepoint, Adobe Target, Java, JSP, Automation

Achievements
- Created Migration Audit Report Document post performing the analysis of the existing DTM set up.
- Performed migration of existing DTM implementation to Launch, created environments, adapters and libraries for testing the migrated tags.
- Debugging and fixing the issues found post migration
- Migrated the rules with 3rd party scripts, to Adobe Launch extensions
- Updated the analytics library version to the latest provided by adobe.
- Implemented GDPR Policy for the website using TrustArc
- Implemented Customer Journey tracking using list variables in Adobe Launch
- Implemented new 3rd party tags, for e.g. Facebook Pixels, Demandbase, DFA tags etc. using Adobe Launch extensions
- Implemented previous page link clicked tracking to identify how many visitors landed on the page post clicking on a particular link on the previous page
- Implemented analytics tracking for Pardot forms
- Created Data Layer schema for the website in AEM
- Implemented new tracking using data layer and data elements.
- Implemented Form Abandonment tracking in Launch
- Created rules in Adobe Launch for tracking Base Metrics and new custom component tracking on existing and new pages and newly migrated sites to parent domain.
- Performing quarterly audits using Observepoint' s Web Audit for the current implementation
- Suggested ways to improve the page load time.
- Preparing case studies and suggesting measures to improve current implementation
- Created monthly Top Sheet report for top performing pages, components, channel and site section, and companies visiting the

Analyst
Cognizant Technology Solutions
01/2017—06/2017

Project Type
Tag Audit

Client Information
The client is a US-based telecom company, and the largest provider of mobile telephone services in the United States.
The project aims to audit the analytics tag (including 3rd party tags) for one of its B2B site, which had Adobe Analytics implemented through Adobe DTM.

Tools
Observepoint, Adobe DTM, Sitecatalyst

Achievements

- Creating Web Audits to identify:
    - list of tags firing on page load
    - pages with missing Adobe Analytics implementation
    - pages with 404 errors, duplicate tags, missing tags
- Creating rules in web audits to analyse the correctness of the data populated in the variables of the tags
- Suggested ways to improve the page load time by optimizing the tag load speed.
- Created web journeys to identify variables populated in tags with sequence when a visitor navigates from one page to another
- Preparing case studies and suggesting measures over current implementation
- Involved in preparing audit document for the analysis performed through Observepoint

Analyst
Cognizant Technology Solutions
06/2016—12/2016

Project Type
Analytics Implementation and Reporting

Client Information
The client is a multinational publishing and event company with its headquarter in London and operation unit in Abu Dhabi.
The company operates more than 10,000 conferences annually, and publishes newsletters, academic journals, academic and business books, including arts and humanities through social sciences to physical science and technology; and finance and the law through to telecommunications, maritime trade, energy, biotech, commodities and agriculture.
The project aims at implementing analytics over 160 websites of the client

Tools
Observepoint, Adobe DTM, Sitecatalyst

Achievements
- Deploying rules for tracking user activity on the websites
- Testing and validation of the deployed rules using chrome debugger
- Created and configured report suits, Workspace (Freeform Tables, Bars, Doughnuts, Summary Change and summary number) in Sitecatalyst
- Created segments and calculated metrics.
- SEO auditing of the production and staging URLs using buzzstream and seochat
- Configuring Evars and Prop variables.
- Deploying the Page Load Rule for 3rd party marketing tags like Facebook pixels, Google Marketing Tags, etc.

Analyst
Cognizant Technology Solutions
03/2016—05/2016   *Chennai, India*

Project Type
Implementation

Client Information
The client was a U.S. retail chain entertainment company that sold books, movies, music, and video games and functioned as a video rental shop. As of 2016 it had 126 superstores, which were mainly located in the South Central United States, Rocky Mountain States, and in parts of the Great Plains and Midwestern states. The client's stores were also located in many college towns in the U.S. Hastings, having headquartered in Amarillo, Texas.
The project aims at managing the Business Intelligence of the client using tools Informatica, Oracle and Tableau

Tools
Observepoint, Adobe DTM, Sitecatalyst

Achievements

- Designing Source and Targets using Workflow Designer
- Transformations using Expression, Update strategy, Union, Lookup, etc.
- Scheduling and Monitoring workflow using Workflow Manager and Workflow Monitor
- BI Testing using MySQL database
- Uploading data into Tableau 10.1 for reporting and analysis

CERTIFICATES

Adobe Analytics Developer Expert Certified   **Adobe Analytics Architect Master Certified**

Adobe Experience Platform Business Practitioner Certified

AWARDS

Associate of the year 2018

Digital Champion Q1 2019

Inspiring Performance Award 2021

PROFESSIONAL ORGANIZATIONS

Wipro
August 2021 – till present

Tata Consultancy Services
May 2021 – July 2021

Cognizant Technology Solutions
March 2016 – May 2021

EDUCATION

Bachelor's Degree in Computer Science & Engineering
West Bengal University of Technology
06/2011—06/2015

Projects & Thesis
- *"How online banking can help revolutionize the Financial Services."*
- *"Importance of Android in growing industry"*

PROFESSIONAL SKILLS

Tag Manager

Analytics

Personalization

Recomendation

ETL

Python

Digital Marketing

Visualization