

Bibin Devadas

Sales Data Insights Manager | Analytics & Insights Lead | Ad Tech / Programmatic

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SUMMARY

Ten years turning first-party data into revenue for a demand-side platform (DSP). At Yahoo I own the insights work behind the sales team's client pitches: Yahoo Mail purchase receipts, Search, travel bookings and subscription data, queried in Google BigQuery and turned into the purchase-share studies, audience sizing and competitive reads that win and grow programmatic deals.

My view: an insight only counts if a seller can say it in one sentence to a client. So I build for that: reusable SQL patterns, cost controls on BigQuery, and Claude/LLM automation that takes a brand analysis from query to Yahoo-branded slide in minutes, not days.

EXPERIENCE

Sales Data Insights Manager

Jun 2026 – Present

Yahoo DSP • Bangalore

- Own the first-party data insights that Yahoo's DSP sales organization takes to clients: brand purchase-share studies, competitive category reads, audience sizing and cross-purchase analysis on Yahoo Mail receipt, Search, travel and subscription data in Google BigQuery. Senior individual-contributor role; no direct reports.
- Set the standards the whole insights team works to: how a purchase-share analysis is defined, queried, QA'd and put on a slide, so a seller gets the same answer no matter which analyst runs it.
- Wrote the team's BigQuery onboarding guide: 23 first-party datasets with exact view and column names, canonical joins, purchase-type rules and sample queries. Now the first thing a new analyst reads; first client analysis ships in [X] days instead of [X] weeks.
- Put cost controls on BigQuery slot spend: cheap / watch / heavy query tiers, a cost query against INFORMATION_SCHEMA.JOBS to run before heavy work, and a temp-table-first pattern for multi-cut analyses. Adopted across the team; cut monthly slot cost by [X%].
- Built Claude skills that generate Yahoo-branded brand purchase-share slides directly from query output. A deliverable that used to vary by analyst and take [X] hours now takes minutes and looks the same every time.
- Wrote the team's data privacy rule: user-level rows exist only in temporary tables, only aggregates are written to shared projects. Now the default for every analyst querying first-party data.
- Work directly with sales leadership on which pitches get custom analysis and which get a templated one-sheet; informal go-to for [X] analysts on SQL, BigQuery cost and slide-ready storytelling.

Sales Data Insights Lead Analyst

[Mon] 2024 – Jun 2026

Yahoo DSP • Bangalore

- Became the analyst sales leadership asked first when a pitch needed data.
- Ran brand purchase-share, competitive category and cross-purchase analyses on Yahoo Mail receipt data for [X] DSP advertisers, including [X] of Yahoo's top-[X] accounts, supporting [\$X] in pipeline.
- Led the team's move from Hive to Google BigQuery: ported the core query library, rewrote joins against the new first-party datasets, and documented what changed so nobody else had to relearn it.
- Built audience-sizing and cross-shopping trend models in Python and SQL for RFP responses and upsell pitches; forecasting work fed [X] renewal conversations.
- First on the team to bring LLM tooling into the analysis workflow; used it to draft query variants, QA results and write slide copy, which took a typical client deck from [X] days to [X].
- Packaged findings into Yahoo-branded decks, one-sheets and case studies used by [X] sellers across [X] markets.

Senior Sales Data Insights Analyst

2021 – 2024

Yahoo DSP • Bangalore

- Wrote and tuned the Hive SQL behind the team's market-share and monthly-trend reads for account teams; several of those queries are still the base of today's BigQuery library.
- Designed and shipped Looker dashboards for account management, replacing [X] recurring manual reports and giving [X] account managers same-day access to campaign and audience metrics.
- Ran audience sizing and category analyses for RFPs and quarterly business reviews with [X] enterprise advertisers.
- Trained newer analysts on the receipt and search datasets and on how to turn a query result into a slide a seller can present.

Sales Data Insights Associate

2018 – 2021

Yahoo DSP • Bangalore

- Produced market-share analyses and monthly trend monitoring for account management using Hive, Tableau and Google Data Studio.
- Built and maintained account-team dashboards on in-house and third-party tools, making recurring reporting easier and reducing manual work for account teams
- Learned the first-party purchase and search data deeply enough to become the go-to for ad-hoc client questions.

Ad Operations Analyst

2016 – 2018

Yahoo DSP • Bangalore

- Built account performance and campaign pacing reports across advertiser accounts, flagging under- and over-delivery so account teams could rebalance spend mid-flight.
- Ran campaign analyses in Yahoo's proprietary ad-serving and reporting tools to improve delivery and performance against client goals.
- Automated recurring reports in Excel and Google Sheets, reducing manual reporting effort and freeing time for campaign analysis.

SEO Team Lead

2015 – 2016

Remo Software • Bangalore

- Managed a team of 6 (SEO, content and social) for a software company's product sites; set the SEO strategy, owned the content calendar and reviewed all copy before publish.
- Grew organic traffic and worked with editors on story angles that gave corporate content a human voice.

SKILLS

Data & Cloud: SQL, Google BigQuery (GCP), Hive, temp-table and partitioned-query patterns, INFORMATION_SCHEMA cost monitoring, first-party data (purchase receipts, search, travel, subscriptions, demographics)

Analytics & Modeling: Python (pandas), purchase-share and market-share analysis, audience sizing and segmentation, cross-purchase and trend analysis, forecasting, competitive category studies

AI & Automation: Claude / LLM automation, Claude skills for standardized analysis and slide generation, query-pattern libraries, reporting automation

Sales Enablement & Storytelling: Google Slides, Looker, Tableau, Google Data Studio, Excel / Google Sheets, client-facing decks, one-sheets, case studies, RFP support

Domain & Leadership: Ad tech, programmatic advertising, demand-side platform (DSP), ad operations, campaign pacing; team standards and query conventions, onboarding documentation, peer mentoring, data privacy practices, people management (SEO team of 6)

EDUCATION

Master of Computer Applications (MCA)

2011 – 2014

Anna University, Chennai

Bachelor of Computer Applications (BCA)

2008 – 2011

Bharathiar University

Languages: English, Malayalam