

Wreetabrata Kar

Krannert School of Management
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Education

- 2015 Ph.D. in Marketing (Jan 2015)**
William E. Simon School of Business, University of Rochester
- 2012 Master of Applied Economics and Statistics**
William E. Simon School of Business, University of Rochester
- 2008 Fellow Program in Management**
IIM Ahmedabad, India (Left the program in 2009 to join University of Rochester)
- 2005 Bachelor of the Electrical and Electronics Engineering**
Manipal Institute of Technology, Manipal, India

Professional Employment

- Aug 2016 - present Assistant Professor of Marketing**
Krannert School of Management, Purdue University
- Jan 2015 – Aug 2016 Research Scientist**
Adobe Research, Adobe Systems
- Sept 2005 – May 2008 Software Engineer**
Tata Consultancy Services, India

Research Interests

Digital Advertising
Big Data
Product Trial in Software Industry
Visitor Identification in Online Media
Scalable Algorithms

Expert Skills

- Statistical Tools: R, **MATLAB**.
- Programming Languages: C, **Python**.
- Data: **SQL, Hive, Hadoop, Spark**.
- Algorithms: **Econometrics, Machine Learning**.

INDUSTRY WORK EXPERIENCE

Adobe *Data Science Intern* Feb 2015 – present

Research in Recommendation System, Multi-attribution, Renewal, Audience Validation and Audience Discovery.

- Working on Audience Validation for better targeting through ads during online videos.
- Developed a measure to calculate the quality of a video ad used in an online video.
- Developed an algorithm to select and order video ads in a single session of an online video.
- Developed a pricing scheme for video ads.

Tata Consultancy Services **Assistant System Engineer** Sept 2005 – May 2008

- Responsible for end-to-end **design** and **development** Oracle Forms and Reports for Geological Survey of India.
- Supervised a team entrusted with migration of reports from Oracle Forms and Reports to Cognos. Involved in requirement gathering from client Johnson and Johnson, USA.

Tools: Oracle Forms and Reports, SQL.

INDUSTRY INTERNSHIP EXPERIENCE

Adobe *Data Science Intern* June 2013 – Nov 2014

Measuring the Impact of Multi-attribute Touch points on Product Adoption

Explored different Bayesian methods for marketing attribution. In particular, We developed models to help estimate the causal impact of ads, email and site visits on a host of key performance indicators (KPIs). The KPIs include purchase, time spent on site, registration for seminars, etc.

Tools: **R, Hadoop**

Adobe *Data Science Intern* Dec 2013 – Nov 2014

Selection and Ordering of Linear Online Video Ads

This paper studies the selection, ordering and pricing of in-stream advertisements in video sessions shown in online video platforms, and proposes an algorithm that uses a collective measure of price and quality for each advertisement to find the optimal selection of ads that maximizes revenue.

Tools: **R, Hadoop**

Patents (Filed)

- Adobe Patent ID="P5498-US": Determining Video Advertisement Quality.
- Adobe Patent ID="P5512-US": Selecting Video Advertisements based on Advertisement Quality.

Working Papers

Selection, Order, and Pricing of Linear Online Video Ads

With Paulo Albuquerque, Viswanathan Swaminathan

How Trial affects Consumer Choices: A Study in the Software Industry

With Paulo Albuquerque

A Dynamic Algorithm to Schedule Advertisements in Online Videos

With Leon Cui (Binghamton University), Huaxia Rui (University of Rochester)

Ongoing Projects

Effects of Multi-attribute Online Touch Points on Product Adoption.

With Ayman Farahat, Paulo Albuquerque

Individual-level Targeting through Ads in Online Video Content.

With Viswanathan Swaminathan

Should we franchise - what influences this decision for a supermarket?

With Paul Ellickson

Conferences

- **Dynamic Allocation of Linear Ads over Multiple Online Videos**
With Leon C Cui, Viswanathan Swaminathan
Marketing Science Conference, 2016
- **Audience Validation from Demographic Mix and Insufficient Individual Data**
With Sarath Swaminathan, Viswanathan Swaminathan
Proceedings of the IEEE ISM 2016
- **Selection, Order, and Pricing of Linear Online Video Ads**
With Paulo Albuquerque, Viswanathan Swaminathan
Marketing Science Conference, 2016
- **How Trial affects Consumer Choices: A Study in the Software Industry**
With Paulo Albuquerque
Marketing Science Conference, June 2015
- **Selection and Ordering of Linear Online Video Ads**
Proceedings of the 9th ACM Conference on Recommender Systems, 2015 (*Acceptance: less than 20%*)
- **New Quality Measure of Linear Ads in Online Videos**
Proceedings of the 2nd Workshop on Recommendation Systems for TELEVISION and ONLINE VIDEO in conjunction with ACM RecSys 2015.

Invited Talk

Oct 2016: Naveen Jindal School of Management, UT Dallas

Sept 2015: Krannert School of Management, Purdue University

Software Skills Summary

- Statistical Tools: R, **MATLAB**, **EXCEL**, **ACCESS**
- Programming Languages: **C**, **Python**
- Data: **SQL**, **Hive**, **Hadoop**, **Spark**

Awards and Fellowships

2013	Teaching Honor Roll (Top 5 faculty in teaching evaluations), Fall 2013
2012	Teaching Honor Roll (Top 5 faculty in teaching evaluations), Summer 2012
2012	AMA-Sheth Doctoral Consortium Fellow, University of Washington, Seattle
2010	Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Economics Fellow
2009-2013	PhD Fellowship, University of Rochester, NY
2008-2009	Fellowship, Indian Institute of Management, Ahmedabad, India
2003-2005	Academic Excellence Fellowship, Manipal University, India

Teaching Experience

Krannert School of Management, Purdue University (Aug 2016 - present)

- Marketing Management (MBA) (4.5/5.0) – Featured in list of Master's Outstanding and Distinguished Teachers for Fall (Module 2), 2016.

Simon Business School (June 2011 – Sept 2014)

- Math for Management, Summer 2012 (Rating: 4.67/5.00) - Dean's Award for "Top 5 Faculty in the Quarter".
- Math for Management, Summer 2012 (Rating: 4.67/5.00) - Dean's Award for "Top 5 Faculty in the Quarter".
- Core Statistics for MS Students, Fall 2013 (Rating 4.91/5.00).
- Core Statistics for MS MKT Students, Fall 2014 (Rating 4.90/5.00).
- Core Statistics for MS FIN Students, Fall 2014 (Rating 4.90/5.00).

Lab Instructor	Simon Business School	June 2010 – Sept 2014
2012-2014	Course Builder with Professor Dan Horsky, Product Planning and Development, (Not Rated).	
2014	with Prof. David Tilson, Framing and Analyzing Business Problems – II (Rating 5/5).	
2012-2013	with Prof. Paul Ellickson, Framing and Analyzing Business Problems - II, Ave Rating: 4.76/5.00.	
2010	with Professor Ravi Mantena, Framing and Analyzing Business Problems - I (Rating 4.59/5)	