








A quick tour of Analytics @ LinkedIn


DJ Patil you 
Chief Scientist & Sr. Director -- Product Analytics at LinkedIn
San Francisco Bay Area | Internet 

DJ Patil you know you CFO kicks ass when to run into him after midnight and he's printing out charts, graphs, & you start to talknumbers. 19 hours ago

Current

- Chief Scientist & Sr. Director -- Product Analytics at LinkedIn 
- Member, Provost's Council at University of California, Santa Cruz 
- Advisory Board Member at Affinity Circles 

Past

- Director - Strategy, Analytics, and Product / Distinguished Research Scientist at eBay Inc. (eBay, PayPal, Skype, ...) 
- Advisor at U.S. Civilian Research and Development Foundation
- Consultant at Department of Energy - Argonne National Labs

[see all...](#)

Education

- University of Maryland College Park
- University of California, San Diego
- De Anza College

Recommendations 6 people have recommended DJ

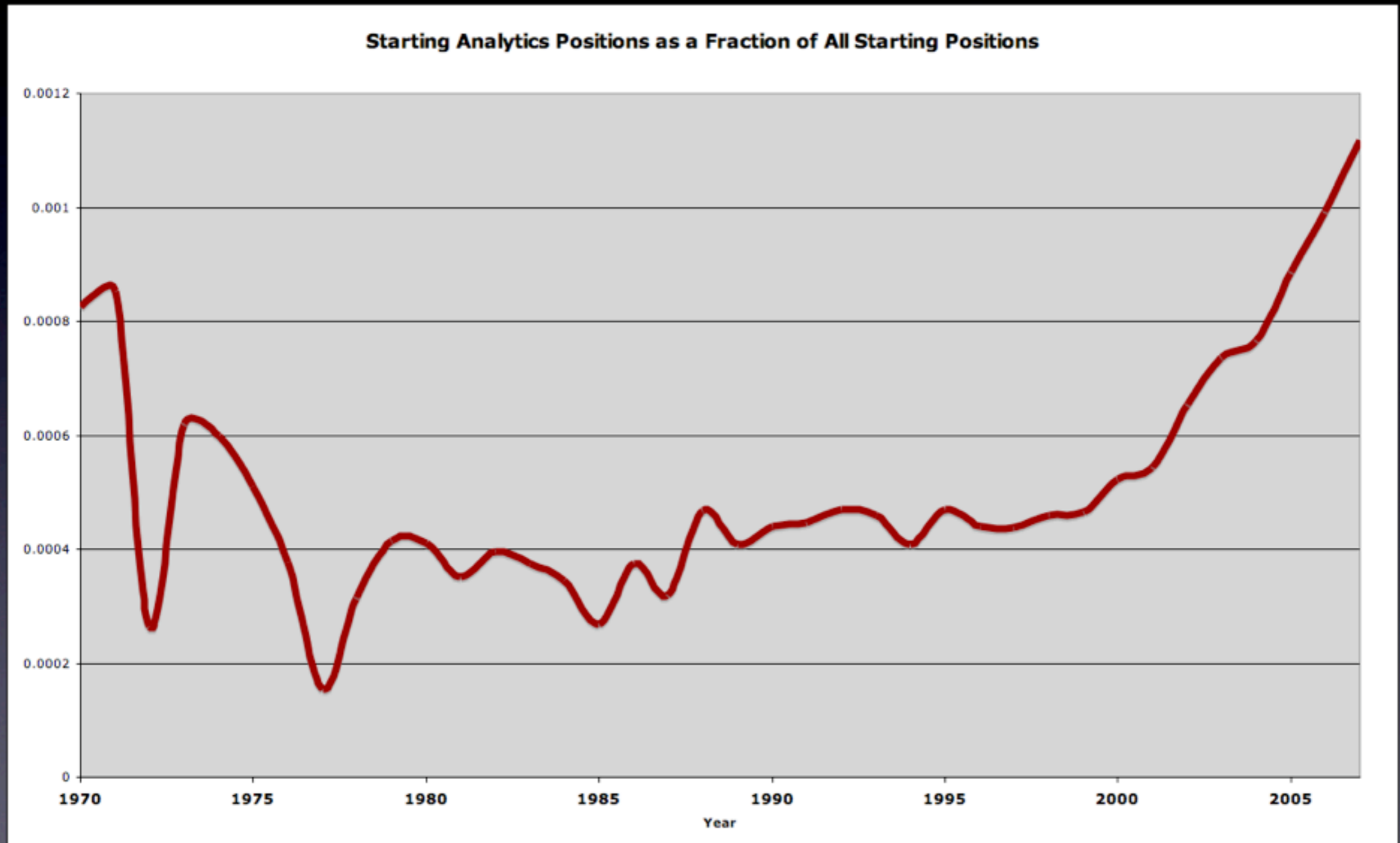
Connections 500+ connections

Websites

- Iraqi Virtual Science Library
- My Company
- My RSS Feed

Public Profile <http://www.linkedin.com/in/dpatil>

Demand for Analytics Scientists



How do we think of Analytics?

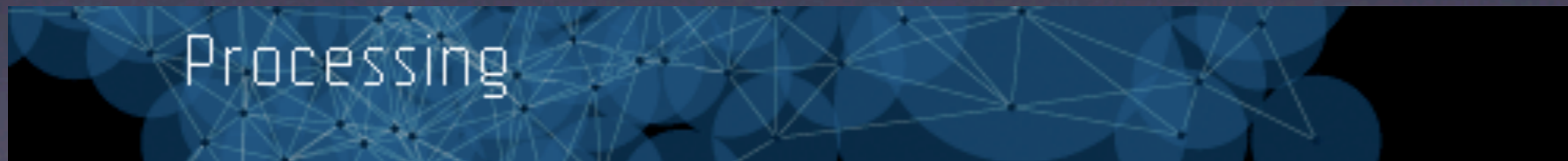
Product Analytics

- User facing products
- Behind the scenes product enablement
- Rapid prototyping

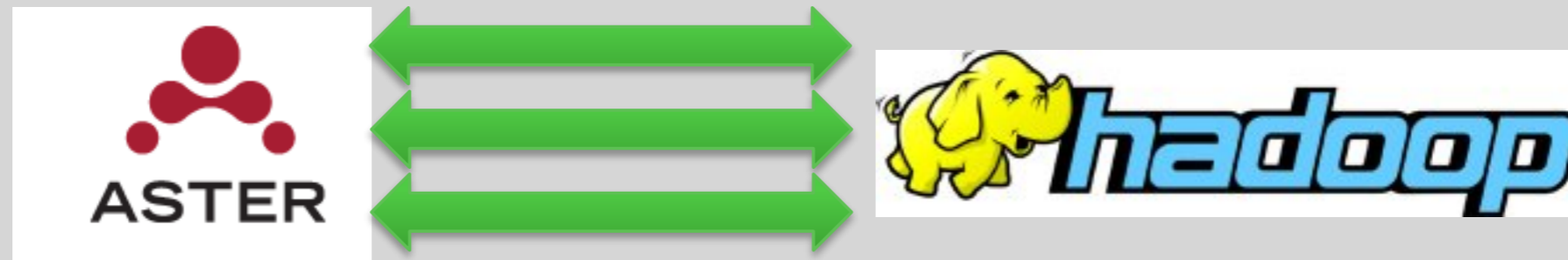
Data Insights

- Understanding the user and usage
- A/B testing
- Exposing demographic trends

Analytics Technologies



Case Study: HDFS Parallel Loading



- ➔ Objective: Faster data transfer from HDFS to Aster
 - Leverage nCluster for prototyping and usage among database users
- ➔ Before: Tedious, high-latency loading
 - Sequential batch inserts via multi-step, multi-tool approach
 - Required 15 hours to load; gave up after 2 hours (unacceptable SLAs)
- ➔ After: Ultra-fast, seamless HDFS-to-Aster data copy
 - HDFS2Aster SQL/MR function (100 lines code, 2 days dev)
 - Seamlessly invoked from SQL for ultra-fast parallelized HDFS reads
 - Latency cut down to 1.5 hours (10x performance improvement)

Analytics Products

Viewers of this profile also viewed...

Reid Hoffman

Entrepreneur. Product Strategist. General Manager.

Srinivasan Raman

Application Architect at eBay, Inc.

Jonathan Goldman

Principal Scientist at LinkedIn

Adam Nash

Sr. Director, Product at LinkedIn

Dinesh Lathi

Financial Officer

Dan Pritchett

Chief Platform Architect at Rearden Commerce

Monica Rogati

Analytics Researcher at LinkedIn

Alok Bhanot

Vice President, Architecture at eBay, Inc.

Ellen Levy

Vice President Corporate Development & Strategy at LinkedIn

Dan Nye

SV Executive

People you may know

Neel Sundaresan

eBay Research Labs

invite | x

Krista Canfield

PR Manager at LinkedIn

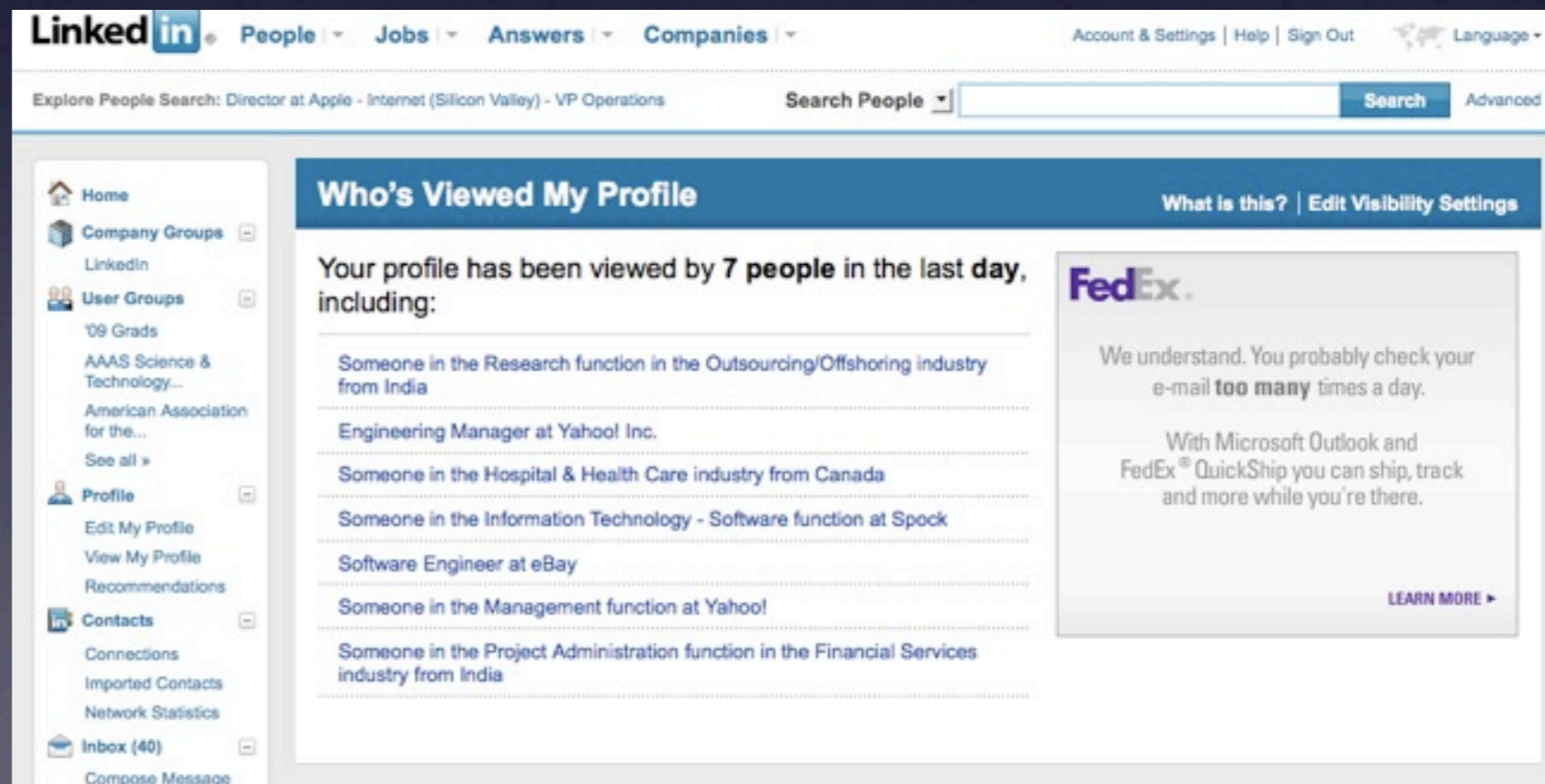
invite | x

Mike Greenfield

CTO at Circle of Moms (Bantr)

invite | x

See more »



The screenshot shows the LinkedIn interface for a user's profile. The top navigation bar includes 'LinkedIn', 'People', 'Jobs', 'Answers', and 'Companies'. The main header area displays 'Who's Viewed My Profile' with a sub-header 'What is this? | Edit Visibility Settings'. Below this, a message states: 'Your profile has been viewed by 7 people in the last day, including:'. A list of seven viewers is shown, each with a brief description of their role and industry. A FedEx advertisement is visible on the right side of the page. The left sidebar contains navigation options like Home, Company Groups, User Groups, Profile, and Contacts.

LinkedIn | People | Jobs | Answers | Companies | Account & Settings | Help | Sign Out | Language

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations | Search People | Search | Advanced

Who's Viewed My Profile

What is this? | Edit Visibility Settings

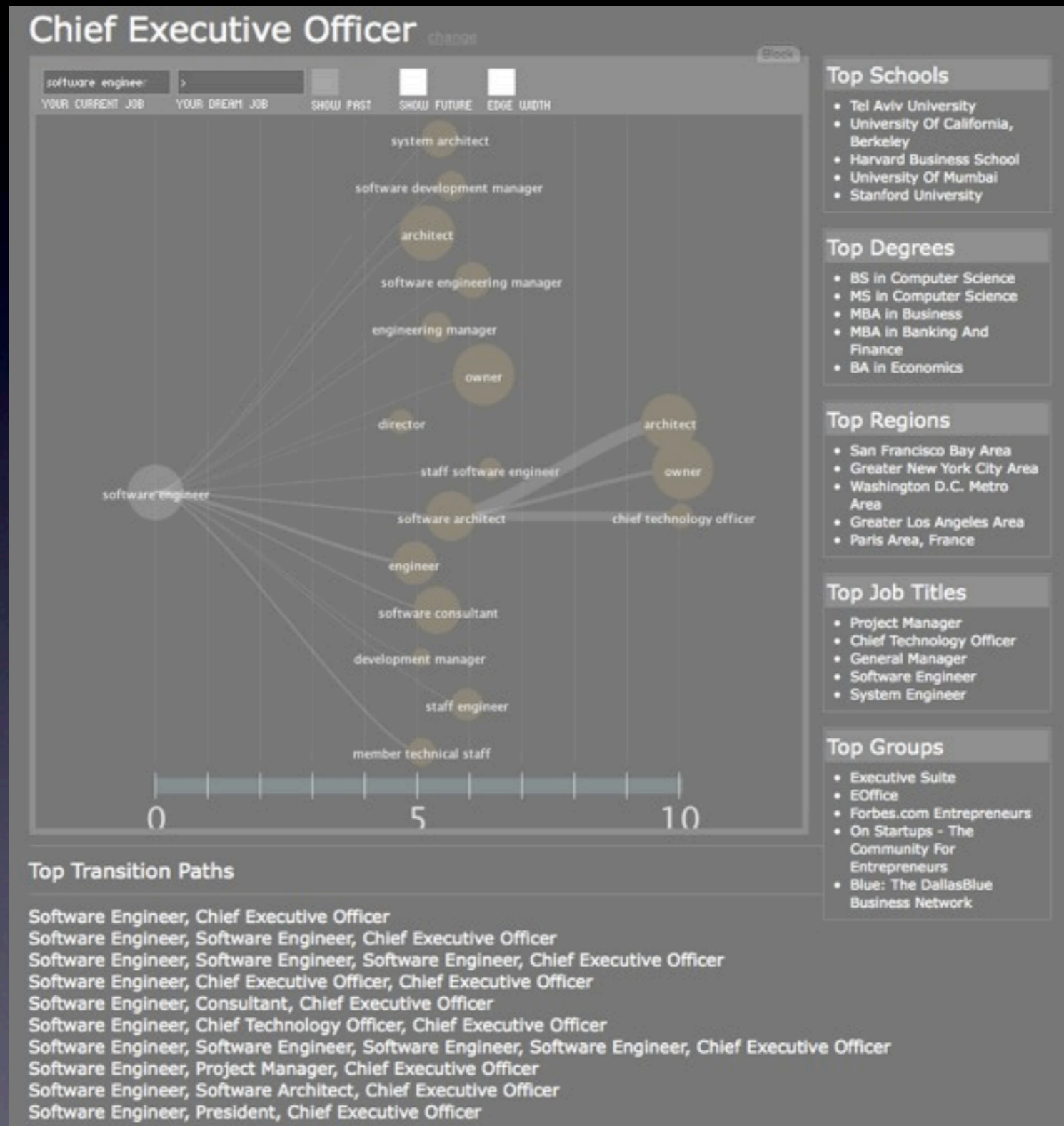
Your profile has been viewed by 7 people in the last day, including:

- Someone in the Research function in the Outsourcing/Offshoring industry from India
- Engineering Manager at Yahoo! Inc.
- Someone in the Hospital & Health Care industry from Canada
- Someone in the Information Technology - Software function at Spock
- Software Engineer at eBay
- Someone in the Management function at Yahoo!
- Someone in the Project Administration function in the Financial Services industry from India

FedEx.
We understand. You probably check your e-mail **too many** times a day.
With Microsoft Outlook and FedEx® QuickShip you can ship, track and more while you're there.
LEARN MORE ▶

Home | Company Groups | User Groups | Profile | Contacts | Inbox (40) | Compose Message

Career Center



Fastest Growing Titles 2008


- sales account manager
- environment artist
- regional account executive
- resourcer
- interactive art director
- fundraiser
- character animator
- communications advisor
- digital compositor
- concept artist

Gaming Art

Election
Year

We're Hiring!

Jay Kreps 1+
Principal Software Engineer at LinkedIn
San Francisco Bay Area | Internet



Jay Kreps is learning git and trying to cultivate the smug air of superiority that will let me use it to its full capacity. 8 days ago

Current

- Principal Software Engineer at LinkedIn
- Senior Software Engineer at LinkedIn

Past

- Senior Software Engineer, Data Mining at NexTag, Inc.
- Software Engineer at Movaris

Education

- University of California, Santa Cruz
- University of California, Santa Cruz

Connections 220 connections

Websites

- Project Voldemort

Public Profile <http://www.linkedin.com/in/jaykrep>

Bhupesh Bansal 1+
Senior Software Developer at LinkedIn Inc.
San Francisco Bay Area | Computer Software



Current

- Senior Software Developer at LinkedIn Inc.

Past

- Sr. Software Developer at Yahoo Inc.
- S/w Developer at Mentor Graphics Inc.

Education


- University of Southern California
- Indian Institute of Technology, Kharagpur
- S.M.J.P.S

Recommendations 3 people have recommended Bhupesh

Connections 252 connections

Public Profile <http://www.linkedin.com/in/bhupeshbansal>

Monica Rogati 1+
Analytics Researcher at LinkedIn
San Francisco Bay Area | Information Technology and Services



Monica Rogati welcomes our new Analytics interns! 8 days ago

Current

- Analytics Researcher at LinkedIn

Past

- Doctoral Candidate at Carnegie Mellon University, Computer Science Department
- Owner & Consultant at Perplex SRL, Romania
- Research Intern at IBM TJ Watson Research Center

Education

- Carnegie Mellon University
- Carnegie Mellon University
- The University of New Mexico


Connections 307 connections

Websites

- My Website
- My Company

Public Profile <http://www.linkedin.com/in/mrogati>

Anmol Bhasin 1+
Information Retrieval Software Engineer
San Francisco Bay Area | Computer Software



Anmol Bhasin needs a game changer. 4 days ago

Current

- Engineer, Data Platform at LinkedIn

Past

- Information Retrieval Software Engineer at Business.com Inc
- Research Assistant at SUNY at Buffalo
- Research Aide at CEDAR, SUNY Buffalo

Education

- State University of New York at Buffalo
- Visvesvaraya Technological University
- Cambridge School, New Delhi

Connections 310 connections

Websites

- My Portfolio
- My Company
- Inverted List Caching

Public Profile <http://www.linkedin.com/in/abhasin>

Ganesh Narasimhan 1+
Director, Data Services at LinkedIn
San Francisco Bay Area | Information Technology and Services



Ganesh Narasimhan is looking for BI Engineer - <http://tinyurl.com/dgow9r>. Checkout other openings at <http://tinyurl.com/linkedinhiring> 2 months ago

Current

- Director, Data Services at LinkedIn

Past

- Director, Operations Architecture at Yodlee Inc
- Director, Operations at Yodlee Inc
- Sr. Manager, Operations at Yodlee Inc

Education


- Santa Clara University - Leavey School of Business
- DTEA - Laxmi Bai Nagar

Recommendations 2 people have recommended Ganesh

Connections 379 connections

Public Profile <http://www.linkedin.com/in/narasimhanganesh>

John Wang 1+
Experienced Search Architect
San Francisco Bay Area | Internet



John Wang LinkedIn is hiring: <http://tinyurl.com/linkedinhiring> 2 months ago

Current

- Architect - Search at LinkedIn
- Creator at BrowseEngine.com

Past

- Software Architect - Search at Plum
- Search Consultant at Simply Hired
- Technical Yahoo! Sr. at Yahoo!

Education

- Binghamton High School
- State University of New York at Binghamton
- State University of New York at Binghamton

Recommendations 6 people have recommended John


Connections 362 connections

Websites

- Browse Engine (Bobo)
- Zoie
- My Blog

Public Profile <http://www.linkedin.com/in/javasoze>

Chris Riccomini 1+
Working on Distributed Computing at LinkedIn
San Francisco Bay Area | Internet



Chris Riccomini lots of conferences this week! tue ScaleCamp <http://bit.ly/yzfPE> wed Hadoop Summit '09 <http://bit.ly/W6ZQM> thur NOSQL <http://bit.ly/2FBQeM> 22 hours ago

Current

- Analytics Researcher at LinkedIn

Past

- Software Engineer at PayPal
- Software Engineer Intern at Intacct Corporation
- Web Engineer Intern at NeoMagic

Education

- Santa Clara University
- Santa Clara University

Recommendations 4 people have recommended Chris

Connections 103 connections

Websites

- My Blog

Public Profile <http://www.linkedin.com/in/riccomini>