



PROFILE SUMMARY

As a Data Engineering Manager, I oversee large data engineering teams, setting the direction for the teams by defining goals, planning projects, and delegating assignments.

My responsibilities include:

Designing and Maintaining Data Infrastructure: I create robust, scalable, and secure data infrastructure, including databases, data warehouses, data lakes, and processing systems.

Leadership and Coordination: I manage diverse teams, ensuring projects are delivered within tight deadlines. My experience spans the digital marketing sector, where teamwork and coordination are crucial.

Data Lifecycle Management: From data collection to storage, analysis, and reporting, I ensure seamless data processing.

SKILLSET

- Programming Skills: Python, R
- Query Language: SQL
- BI Viz Tools: Power BI, R Shiny
- Cloud Infrastructure: Databricks, Azure
- Data Science: Statistics, A/B Testing, Machine Learning
- Version Control: Git
- Job Orchestration: Airflow

PROFESSIONAL EXPERIENCE

MANAGER DATA ENGINEERING, LATENTVIEW ANALYTICS, CHENNAI

(APRIL 24 – PRESENT)

- Creating RFPs to help growth teams to pursue new clients.
- Mentoring and training new employees.
- Working on new value propositions.
- Helping the team to deliver impactful solutions to clients.

ASSISTANT MANAGER DATA ENGINEERING, LATENTVIEW ANALYTICS, CHENNAI

(APRIL 22 – MARCH 24)

Project 1: Market Match testing using Causal Inference Methods

I am responsible for developing PowerBI dashboard and R Shiny Dashboard to visualize the causal inference experiments of marketing efforts.

Project 2: Migration of marketing measurement data pipelines from Hive to Spark

I am responsible for creating spark version of existing hive codes to reduce the data processing time. I have built the orchestration scripts using Airflow.

SENIOR ANALYST, LATENTVIEW ANALYTICS, CHENNAI

(JULY 20 – MARCH 22)

Project 1: Data Pre-processing and Reporting to optimize the effectiveness of digital marketing campaigns

I am responsible for developing PowerBI dashboards to track subscription Analytic KPI's (Revenue, Spend, LTV, CAC, Targets) for one of the fortune 500 companies. I built Big Data pipelines to feed PowerBI dashboards using Hadoop and Hive.

Project 2: Marginal break-even spend analysis dashboard.

created custom PowerBI visuals using R and Node.js to visualize the outputs of Non-Linear Regression models to optimize the Marketing spend which resulted in the growth of ROI.

Project 3: Engagement and Retention Marginal break-even analysis dashboard

I created custom PowerBI visuals using R and Node.js to visualize the outputs of Non-Linear Regression models to understand the engagement and retention of customers who were part of different marketing campaigns.

SYSTEMS ENGINEER, TCS, CHENNAI

(DEC 16 – SEP 19)

Project: Data Pre-processing and Data Warehousing for Television Rating Point (TRP) Calculation.

Objective: The objective of the project is to preprocess the client data into a specific format and deliver to Data Warehouse for further analysis and reporting.

- Created Spark core and Spark SQL scripts to do ETL processing.
- Migrated Impala, Hive and spark 1.0 jobs to Spark 2.0
- Process optimization by reading and writing to parquet file format which is optimized for big data.
- Spark jobs tuning for optimal use of resources.

EDUCATION

PGP DATA SCIENCE (CGPA: 5.85/8.00)	2020
UG (CGPA: 8.17/10.00) Mechanical Engineering	2016
Higher Secondary (12th) (Percentage: 94%)	2011
10th (Percentage: 88%)	2009