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ABOUT ME

As a Full Stack Developer with more than four years of experience is to use my knowledge of **Python Flask, Django, Fast API, React.js, Angular, NiFi ETL, MongoDB, PostgreSQL, Express, Snowflake, and Cassandra** to create dependable and scalable online applications. I have a strong desire to develop effective and user-friendly software solutions that satisfy the demands of customers and end users. In order to further innovation in the web development industry, I want to contribute to a vibrant team and work with stakeholders from other fields. To produce high-quality code and outstanding user experiences, I am eager to take on new challenges, master cutting-edge technologies, and constantly improve my abilities.

PROFESSIONAL EXPERIENCE

Full Stack Developer

Evalueserve Private Limited [June 2019 – Current] Bengaluru, India

- Developed and maintained web applications using **Python Flask, Django, and Fast API**, ensuring high performance and security.
- Designed and implemented responsive user interfaces using **React and Angular**, enhancing user experience and engagement.
- Leveraged **NiFi ETL** for data extraction, transformation, and loading processes, optimizing data workflows.
- Managed NoSQL databases like **MongoDB and Cassandra**, ensuring data integrity and scalability.
- Utilized relational databases including **Postgres and Snowflake** for structured data storage and retrieval.
- Collaborated with cross-functional teams to gather requirements and deliver robust software solutions.
- Implemented RESTful APIs using **Express.js** for seamless communication between front-end and back-end components.
- Conducted code reviews, identified performance bottlenecks, and applied optimizations to improve application efficiency.
- Participated in agile development methodologies, ensuring timely delivery of features and enhancements.
- Resolved complex technical issues and bugs promptly to maintain application stability.
- Implemented robust security measures, including **JWT authentication**, to safeguard against common web vulnerabilities.
- Coordinated with clients to gather project requirements, leading to increased client satisfaction.
- Collaborated closely with the QA team to ensure bug-free software delivery and improved software quality.
- Assisted in the migration of legacy systems to a microservices architecture, increasing system scalability.

PROJECTS

Market Mix Model

The project involved **ETL operations** and **API implementation using Flask**. The objective of the project was to assist **Retail CMOs and marketing managers** in allocating their limited budget across various marketing activities. These professionals typically invest **8-10% of their sales revenue into marketing**. To make informed decisions, they need to consider several key factors such as product launches, trade merchandising, media campaign quality, base erosion, products out of stock, consumer movement across channels, consumer response, seasonality, holidays, market growth, macro-economic factors and other elements before planning their spend allocation across the various marketing channels. I've used these technologies **NiFi, Python Flask API, and Cassandra**.

Forecast Lens

This is a **Pharma forecasting tool** that leverages **Patient Epidemiology Forecasting** to predict pharma KPIs such as patients, product units, and revenue. The tool allows users to create epidemiology, perform competitive analysis, generate curves like PFS/DOT, and add market events. This helps generate insights based on data and calculate corresponding revenue based on ex-factory/market price, dosage, compliance, patient starts, pricing, etc. It is scalable and flexible with three models for pharma forecasting: historical trend-based forecast, epidemiology-based incidence model forecast, and prevalence-based incidence model forecast. I've used these technologies **Python Flask API, Cassandra and Angular**.

Digital Connect

The project aims to develop a web application that serves as a **centralized platform** for hosting updates, progress, and events within the organization. The vision is to provide a **single-stop solution** for all sorts of information across the organization. The platform is designed to cater to the needs of higher management, enabling them to monitor progress across LOBs digitally. Additionally, it will function as an **enterprise social platform** for organization employees, allowing them to stay updated with organization-wide updates.

Overall, the project seeks to enhance communication and collaboration within the organization by providing a comprehensive digital solution for sharing updates, tracking progress, and facilitating engagement across different LOBs. The project involves the implementation of an API using **Django**, a **PostgreSQL** database, and a frontend using **ReactJS**.

Use Case Hub

Analytical web application built to manage Analytics use cases fostering the collaboration of the Analytics department, Operations teams and the business users, worked on API implementation NodeJS and Express. The **Use case hub** is an analytical web application designed to manage analytics use cases and foster collaboration among the analytics department, operations teams, and business users. The platform aims to support organizations in project portfolio management (PPM) and knowledge management (KM).

Use case hub provides a consistent approach to PPM, ensuring that knowledge management is created throughout the project lifecycle. The platform offers various functionalities to facilitate these key purposes, including:

- Work intake/idea generation
- Idea/brief prioritization
- Portfolio delivery
- Project delivery
- Results management and ROI tracking
- Resource management
- Knowledge repository connected to workflow
- Marco dashboards

The application was developed using **Node.js** and **Express**, two popular technologies for building web applications. These technologies enable the creation of scalable and efficient applications that meet the needs of modern organizations. Overall, Use case hub serves as a comprehensive solution for managing analytics use cases, promoting collaboration, and enhancing project portfolio management and knowledge sharing within organizations.

Magnify AI

This is an analytical web application designed to manage the customer journey, associated data, and provide insights to augment enterprises in making data-driven decisions. The platform is built using **Fast API** and **ReactJS** for the API implementation and frontend, respectively. Magnify AI is an integrated offering that enables CMOs/Marketing Leaders to get real-time insights from siloed and highly fragmented CMOs organization by leveraging the power of AI/ML. The platform helps address some of the key challenges faced by organizations, including data integration and unification, measuring marketing ROI, increasing operational efficiency, and providing insights using the latest technology.

The platform offers relevant data needed for marketing and sales, providing flexibility to integrate with other systems. It is scalable and can be customized to meet the specific needs of different organizations. In addition to **Fast API** and **ReactJS**, Magnify AI also leverages **PostgreSQL** and **Snowflake**, two popular databases used for storing and managing large amounts of data. These technologies enable the creation of a scalable and efficient platform that meets the diverse needs of modern organizations.

EDUCATION

Bachelor of Engineering (Computer Science and Engineering)

BMSCE-Bangalore (Autonomous Institute, Affiliated to VTU) [Aug 2016 – Jun 2019]