

I am an AWS certified solution Architect (Assoc.), with a proven track record in data engineering, data modelling, BI & Reporting and ETL orchestration. I am looking forward for good opportunities in data centric developments where data is considered as a strategic asset.

Given below are more details on my career.

- 14 years of IT experience, spanning across 3 domains with expertise in multiple roles including Data Engineer, Analyst, Automation Engineer, Team Lead and Digital Marketing Specialist.
- Experience in operational process strategy and optimization, client collaboration, requirement gathering, data analysis and charting, Digital marketing attribution, preparation of user stories & use cases, planning & estimation, requirement prioritization, maintenance & change management.
- **Data Technologies:** OLTP data stores, Data Warehouses, MPP systems, Distributed processing, Data Modeling
Data Processing: ETL/ ELT using ETL tools as well as scripts, pySpark, SparkSQL
Scripting: shell, python
Web Technologies: XSJS, Node.JS, XML and JSON, REST APIs
Databases: Worked on multiple flavors of Data Stores on ad-hoc basis.
MPP (Netezza), Row-based (Oracle, Postgres), Column-based (SAP HANA, AWS Redshift), In-memory (SAP HANA) and Distributed (Hadoop), Azure Synapse (SQL DW), Snowflake DWH
Data Visualization: MS Power BI, Tableau (beginner)
BI Tools: Ab-initio, Talend
Configuration & process management: Git, JIRA, Jenkins (CI/CD)
AWS: Server-less Architecture, Data Ingestion/ processing automation on AWS, S3, RDS, Redshift DWH, AWS SSM, EC2, EMR
Azure: Azure Data Factory (ADF), Azure Storage, Azure Synapse analytics, ADLS, Azure Analysis Service and Logic Apps
- **Domains:** Digital Marketing, Retail/ CPG and Telecom
- **Certifications:** AWS Certified Solutions Architect – Associate

PROFESSIONAL EXPERIENCE

Fractal.ai - Senior Engineer (L6)

(Nov 2020 – Apr 2022)

- Individual contributor role in DE, part of a data science teams
- Responsible for requirement gathering, design and implementation of DE pipelines
- Design and develop reports for BA team as well as Data Science teams
- Modelling of DWH and Datalake
- Built and maintained a data processing pipelines on AWS, using plain scripts
- Designed and built a data processing pipeline on Azure using ADLS, ADF and Synapse
- Completed Microsoft AZ-900, DP-900 exam-equivalent by fractal-learning
- Handled technical training for freshers as part of on-boarding

DE Consultant/ Trainer

(Mar 2019 – Oct 2020)

- Consultant solutions architect at a start-up in Data Engineering.
- Consultant solutions architect for a 'project-tracking and analysis' system.
- Designed and built data pipelines in Azure using ADF, ADLS and Synapse.
- Designed a platform for logistics domain, on server-less platform in AWS.
- Designed a platform for VAT calculation and reporting using server-less technologies in AWS.
- Building a predictive analytics solution for capital markets (project of personal interest, in progress)
- Trainer on Data Engineering, data visualization and storage systems.

Visual-IQ, Inc – Techno Functional Consultant/ Team Lead (Jul 2013 - Nov 2018)

- Collaborate and analyze data on marketing activities of clients as well as partners to arrive at attribution and marketing plan
- Provide guidance on Digital Ad tracking, Google Analytics, GoogleAds and multi-channel attribution
- Plan and prioritize deliverables, work with product team to conceptualize the client needs to derive consumer conversion statistics and marketing investment plan. Provide recommendations to clients on digital marketing investments
- Took additional role as an SME for our flagship product IQ-Envoy. Provide internal product reviews and feedback, SPOC for client queries on data/ reports/ prod-issues
- Analyze internal data reports derived out of client data and help clients in business decision making
- Define business rules for data analysis and reporting, actively guide client on self service solutions
- Mentoring interns and new-comers

SAP Labs India – Specialist Programmer/ Analyst (Apr 2012 - Jul 2013)

- Scope of the project included, migration of 'store.sap.com' from the traditional ByD platform to HANA, which is an analytical data platform
- Collect the functional requirements of the existing store and documenting it
- Creating wireframes of UI
- Creating PoC of APIs which power the UI
- Giving demos to the stake holders
- Interaction with the SAP HANA product team for providing feedbacks and to share information about new or expected features and behavior of the product
- Giving sessions to the team on basics of data bases and data storage technologies

Tata Consultancy Services – Analyst (Jun 2010 - Apr 2012)

- Part of the team which created an RTSC solution for UK based retailer, Sainsbury's.
- Our platform was aimed to make the supply chain process real-time (RTSC) which would in-turn reduce the wastage of perishable / food items in the stores.
- Gathering and analyzing requirements from client through daily calls
- Designing solution, and developing design and pseudo-code in SQL
- Providing data walkthrough, using macro enabled MS Excel
- Testing the individual modules and integrations
- Giving sessions to new-comers to the industry on databases and programming fundamentals

Infosys Technologies Ltd – Software Engineer (Aug 2006 - Sep 2009)

- Worked on the OSS NetRep (Network Reporting) platform of British Telecom.
- Our application, NRAT – Network Reporting and Admin Tool, was a combination of ETL and reporting UI.
- Needed to talk to the client for understanding the new implementations in their OSS (operations support systems) and design the ETL (data flow) for the NRAT.
- Impact analysis for the implementation of new features and change requests on this application were part of daily job
- Creating plans on reconciliation of new features on to the existing branch and prioritizing then were challenging

ACADEMICS

Degree	University/ Board	Year	Score
B.Tech	Cochin University of Science And Technology, Kerala	2002 - 2006	71%
12 th	State Board for Higher Secondary Exams, Kerala	2000 - 2002	82%
10 th	SSLC, State Board, Kerala	2000	83%

AWARDS & RECOGNITIONS

- ❖ Visual-IQ: Star of the Quarter – Jun 2016, Jun 2017
- ❖ Visual-IQ: Star of the Month – Aug 2014
- ❖ Visual-IQ: 3 spot awards for critical issue resolutions and functional consultations on priority
- ❖ Visual-IQ: Nominated twice for Yearly Oscars
- ❖ Tata Consultancy Services: Acknowledged by Learning and Development team for volunteering and taking technical sessions for new comers to the industry.