

Contact

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Top Skills

Extract, Transform, Load (ETL)
Data Warehousing
Apache Spark

Languages

Spanish (Professional Working)

Certifications

SQL

Analyzing and Visualizing Data with
Microsoft Power BI

Google Data Analytics Professional
Certificate

IBM Data Science Professional
Certificate

Dax

Seth Riley

Data Engineer & AI Solutions Architect | Full-Stack Developer |
Architecting Data-Driven Solutions from Warehouse to API
Zionsville, Indiana, United States

Summary

As a technical leader with 8+ years of experience rooted in rigorous data analysis, I architect and build the full-stack solutions that transform raw data into strategic business assets. My career has been defined by a continuous drive to move beyond interpreting data to engineering the systems that generate, process, and deliver actionable insights at scale. This journey from analyst to developer allows me to bridge the critical gap between business intelligence requirements and robust, scalable technical implementation.

My value proposition is building end-to-end solutions. I don't just query the database; I design and build the data warehouse itself. I don't just analyze API data; I engineer and deploy the Flask APIs that serve it. My work has directly resulted in a 5x increase in operational efficiency and a 10x increase in annual revenue in previous roles by creating systems that deliver clarity and drive decisions.

Core Competencies:

Data & Analytics Engineering: Designing and deploying scalable ETL/ELT pipelines into cloud data warehouses (Oracle, Snowflake, PostgreSQL). Expert in data modeling, governance, and ensuring data integrity from source to final visualization.

Full-Stack & API Development: Building, deploying, and managing resilient FastAPI, Flask APIs. Proficient in creating custom applications with Node.js and Electron frameworks as well as Next.js Web apps that solve specific business challenges.

Cloud Infrastructure & Automation: Orchestrating infrastructure on Oracle Cloud (OCI) and Azure. Expert in automating workflows using Ubuntu Virtual Machines leveraging cron, and deploying

containerized applications with Docker to platforms like Azure Container Apps (ACA).

Machine Learning & AI Integration: Leveraging Large Language Models (LLMs) like Gemini for advanced data enrichment, natural language processing (NLP), and creating intelligent, analytical layers on top of scraped or aggregated data.

I thrive in roles where I can take ownership of the entire data lifecycle. My portfolio at seth-riley.com showcases projects that demonstrate these capabilities in action.

I am currently seeking a senior-level Data Scientist, Data Engineer, or Software Engineering role where I can leverage my unique blend of analytical strategy and technical architecture to build solutions that create a measurable competitive advantage.

Experience

Acceling Software LLC

Sr. Data Analyst & Full-Stack Developer

July 2024 - Present (1 year 2 months)

Zionsville, Indiana, United States

Spearheaded a multi-disciplinary engineering team to architect and deploy end-to-end data solutions, transforming raw data into monetizable API products and high-impact business intelligence platforms.

My leadership is rooted in a deep technical foundation, bridging the gap between strategic objectives and the hands-on implementation of scalable, automated systems on Azure and OCI.

My core focus is building the full data lifecycle—from automated data ingestion and cloud warehousing to AI-powered enrichment and deploying containerized, production-grade APIs.

Key Accomplishments & Quantifiable Impact:

✓ Delivered a 400% revenue uplift by architecting and launching a new API-first data product, managing the entire lifecycle from data ingestion to monetization.

- ✓ Increased operational efficiency by 500% by developing predictive models and creating automated, self-service analytics dashboards in custom-built apps and Power BI.
- ✓ Architected a cloud data platform that successfully supported a 400% user base increase without performance degradation.
- ✓ Automated over 90% of manual data processing by deploying a fleet of resilient Playwright scrapers and ETL jobs.

Core Technologies & Stacks:

Cloud & DevOps: Azure (Container Apps, Data Factory), Oracle Cloud (OCI), Docker, Git/GitHub, CI/CD

Data Engineering: Python (Pandas, PySpark), SQL, Oracle, PostgreSQL, Snowflake, ETL/ELT, Data Architecture

Backend & APIs: Flask, Node.js, API Design & Security, Microservices

AI & Machine Learning: Google Gemini API, NLP, Predictive Modeling (Scikit-learn), Jupyter Notebooks

BI & Visualization: Tableau, Power BI, Metabase

This unique blend of data analysis, full-stack development, and cloud architecture allows me to build not just reports, but robust, intelligent systems that solve core business problems and create lasting value.

Absolute Caregivers, LLC

Director of Innovation

March 2022 - Present (3 years 6 months)

Zionsville, Indiana, United States

As Director of Innovation and Intake, I spearhead the strategic integration of technology and data analytics to revolutionize the patient intake process and drive long-term business growth. I lead the company's technology agenda, identifying and implementing innovative solutions that enhance operational efficiency, improve patient outcomes, and establish a robust, data-driven culture.

This executive role combines strategic planning with direct ownership of the company's most critical front-door process, ensuring that our systems are not only efficient but also scalable and future-proof.

Key Accomplishments & Strategic Initiatives:

- ✓ Architected and executed a complete overhaul of the patient intake and data management infrastructure, a pivotal initiative that directly enabled a 400%

increase in patient base capacity and significantly reduced administrative overhead.

✓ Championed the company's innovation strategy, researching, vetting, and deploying new technologies, including predictive analytics and process automation tools, to sharpen our competitive edge.

✓ Led quarterly, company-wide business intelligence presentations, translating complex performance metrics, intake trends, and strategic initiatives into clear, actionable insights for all departments, from clinical staff to executive leadership.

✓ Developed and governed the enterprise data strategy, establishing the key performance indicators (KPIs), data governance policies, and reporting frameworks that serve as the single source of truth for all operational and strategic decision-making.

Core Technologies & Methodologies:

Business Intelligence & Visualization: Tableau, Power BI, Advanced Excel Modeling

Data & Cloud Platforms: Oracle, SQL Server, Azure

Methodologies: Strategic Planning, Process Optimization, Data Governance, KPI Development, Stakeholder Management, Public Speaking

Ability Home Health LLC

Lead Data Analyst

March 2022 - Present (3 years 6 months)

Zionsville, Indiana, United States

As a Healthcare Data Analyst at Absolute Caregivers, I am responsible for organizing and managing large and varied data sets, analyzing healthcare data to optimize business operations, and communicating my findings through data visualization and detailed reports. I am a diligent problem solver, using data in creative ways to reach business goals.

In my current role, I am responsible for compiling and organizing healthcare data, analyzing data to assist in delivering optimal healthcare management and decision-making, understanding data storage and data sharing methods, investigating data to find patterns and trends, understanding healthcare business operations, utilizing different data sources for analyses, converting

data into usable information that is easy to understand, developing reports and presentations, and communicating analytic insights to management.

I have a strong background in healthcare administration and business management, and I am able to use my technical skills and business acumen to drive organizational success through the effective use of data. I am highly analytical and skilled in the field of healthcare data analysis, and I am committed to delivering results that drive organizational growth and success.

Custom Concrete

2 years 1 month

Data Integrity Analyst

November 2021 - March 2022 (5 months)

Westfield, Indiana, United States

- Analyzed and interpreted large, cross-departmental datasets (Sales, Marketing, Finance) to identify key performance trends and areas for operational improvement.
- Developed and presented detailed quarterly projection reports and bi-monthly data findings to executive management to support strategic decision-making.
- Collaborated with senior analysts on complex data analysis projects, utilizing advanced statistical techniques to provide actionable, data-driven recommendations.

Residential Project Coordinator

March 2020 - November 2021 (1 year 9 months)

Westfield, Indiana, United States

- Managed the full lifecycle of new single-home construction projects valued at up to \$15M, leveraging data-driven insights to complete projects ahead of schedule.
- Pioneered the adoption of Microsoft Project to track timelines, manage resources, and analyze costs, significantly improving project estimation accuracy and on-time delivery.
- Conducted detailed cost-benefit analyses and prepared comprehensive status, risk, and purchasing reports to provide executive management with clear visibility into project performance.

- Served as a key liaison between corporate staff, vendors, and construction teams, facilitating weekly project status meetings and resolving issues through analytical problem-solving.

Amazon

Director Online Sales

June 2017 - March 2022 (4 years 10 months)

- Built and scaled a profitable e-commerce business, driving over \$50,000 in revenue in a single quarter through a data-driven strategy.
- Executed and optimized a multi-channel digital marketing plan, leveraging cost-per-click (PPC) advertising and in-depth keyword search volume analysis to maximize sales velocity and product visibility.
- Utilized market research tools to perform competitive analysis, identifying and capitalizing on high-opportunity niches in private labeling, retail arbitrage, and drop shipping.

Education

Indiana University–Purdue University Indianapolis

Bachelor of Science - BS, Kinesiology and Exercise Science · (2013 - 2018)