

# FY2025-2026 Goals & Accomplishments

*Comprehensive OKR Alignment & Impact Report*

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*Period: April 2025 - August 2025*

## Executive Summary

This document presents a comprehensive overview of accomplishments and contributions during FY2025-2026, demonstrating exceptional delivery across all four strategic pillars: Growth, Innovation & Launch, Efficiency, and People Development.

## Key Highlights

- Delivered 2 major CAPEX projects: Consumer Sync Cloud Migration and Audience Engine (Magpie)
- Achieved 62.5% performance improvement: Reduced Alteryx runtime from 8 hours to 3 hours through PySpark optimization
- Optimized Digital Taxonomy from 5 hours to 8 minutes - 97.3% improvement
- Migrated 50+ scripts to AWS EMR Serverless with enhanced efficiency
- Developed AI-powered migration converter tool that converts Bash/EMR to DAG/EMR Serverless
- Mentored 4 new FTEs with comprehensive knowledge transfer
- Maintained 100% sprint capacity with 10 points per sprint completion rate

Comprehensive Goals & OKR Alignment					
EMS OKR Category	Specific OKR	Min Expected	Max Expected	Timeline	Goals Achieved
OKR 1: GROWTH	100% on-time and to budget delivery for all assigned projects	Complete all assigned project scripts and DAG migration on schedule	Deliver all projects early with zero defects and comprehensive documentation	Apr-Aug 2025	<ul style="list-style-type: none"><li>Delivered all assigned PBIs on time with zero delays</li><li>Completed Consumer Sync migration in Q1</li><li>Completed Audience Engine migration in Q2</li><li>Maintained continuous capacity of 10 points per sprint</li><li>Finished Digital Taxonomy migration to UAT on schedule</li></ul>
OKR 1: GROWTH	Reduce project completion times by 20% through collaboration and process improvement	Achieve measurable runtime reduction through code optimization	Complete architectural redesign resulting in substantial performance gains with reusable templates	Apr-Aug 2025	<ul style="list-style-type: none"><li>Reduced Audience Engine runtime from 8 hours to 2.5 hours (62.5% improvement)</li><li>Converted complex Alteryx workflows to optimized PySpark code</li><li>Optimized Digital Taxonomy from 5 hours to 8 minutes (97.3% improvement)</li><li>Created standardized EMR Serverless templates</li><li>Documented best practices for future migrations</li></ul>
OKR 1: GROWTH	Achieve 30% increase in productivity through reusable platforms, GenAI, and Code Generative AI	Develop functional AI tool for code assistance	Build production-ready AI converter adopted across entire engineering organization	Apr-Aug 2025	<ul style="list-style-type: none"><li>Developed AI-powered migration converter tool</li><li>Auto-converts Bash scripts and EMR jobs to Airflow DAG with EMR Serverless</li><li>Achieved high accuracy in automated conversions</li><li>Widely adopted by team members for their migration tasks</li></ul>

EMS OKR Category	Specific OKR	Min Expected	Max Expected	Timeline	Goals Achieved
					<ul style="list-style-type: none"> <li>• Reduced manual migration work hours significantly</li> </ul>
<b>OKR 2: INNOVATION &amp; LAUNCH</b>	Deploy AI solutions and standardize processes in at least 3 critical internal workflow areas	Implement automation in three distinct workflow processes	Comprehensive AI integration across all major development workflows with documented standards	Apr-Aug 2025	<ul style="list-style-type: none"> <li>• Code migration using AI converter tool</li> <li>• Email automation integrated in DAG workflows</li> <li>• ID Graph script conversion to Airflow</li> <li>• Digital Taxonomy migration and optimization</li> <li>• Data erasure end-to-end automation</li> </ul>
<b>OKR 2: INNOVATION &amp; LAUNCH</b>	Achieve 25% reduction in processing time for automated and standardized tasks	Reduce runtime for at least one major process	Achieve dramatic performance improvements across multiple processes with zero quality compromise	May-Aug 2025	<ul style="list-style-type: none"> <li>• Audience Engine: 62.5% reduction (8 hours to 2.5 hours)</li> <li>• Digital Taxonomy: 97.3% reduction (5 hours to 8 minutes)</li> <li>• Successfully migrated and optimized over 50 scripts</li> <li>• Eliminated manual conversion bottlenecks</li> </ul>
<b>OKR 2: INNOVATION &amp; LAUNCH</b>	Reduce process steps by 15% without compromising quality through standardization	Create reusable templates for common migration patterns	Establish comprehensive standardization across all workflows with complete documentation and training materials	Apr-Aug 2025	<ul style="list-style-type: none"> <li>• Created standardized EMR Serverless templates</li> <li>• Developed reusable DAG patterns for common workflows</li> <li>• Documented best practices and standards</li> <li>• Maintained same data accuracy with zero records lost across 52 million records</li> </ul>
<b>OKR 3: EFFICIENCY</b>	Reduce steps in key workflows by 20% through automation, AI, and process re-engineering	Simplify at least one major workflow by removing unnecessary steps	Complete workflow redesign eliminating legacy dependencies and creating streamlined modern architecture	May-Aug 2025	<ul style="list-style-type: none"> <li>• Simplified Audience Engine by converting Alteryx to clean PySpark</li> <li>• Eliminated dense connections and legacy Alteryx dependencies</li> </ul>

EMS OKR Category	Specific OKR	Min Expected	Max Expected	Timeline	Goals Achieved
					<ul style="list-style-type: none"> <li>Automated email functionality directly in DAG workflows</li> <li>Streamlined data processing pipelines across all migrations</li> </ul>
<b>OKR 3: EFFICIENCY</b>	Standardize 80% of development and deployment procedures	Document standard procedures for common tasks	Complete standardization with templates, documentation, and automated enforcement across organization	Apr-Aug 2025	<ul style="list-style-type: none"> <li>Created EMR Serverless standardized templates</li> <li>Established Airflow DAG best practices with documentation</li> <li>Defined MWAA deployment standards and procedures</li> <li>Standardized Docker setup and containerization approach</li> </ul>
<b>OKR 3: EFFICIENCY</b>	Achieve minimum 25% reduction in cycle time through reuse of existing assets (44 days to 34 days)	Build library of reusable components for faster development	Comprehensive component library with automated tooling that enables rapid development from existing patterns	Apr-Aug 2025	<ul style="list-style-type: none"> <li>Built reusable component library from 50+ script migrations</li> <li>AI converter tool eliminates repetitive manual coding work</li> <li>Template-based approach enables rapid deployment</li> <li>Estimated cycle time reduction of over 30%</li> </ul>
<b>OKR 3: EFFICIENCY</b>	Identify and catalogue minimum 50 reusable components by Q2 FY2025/26	Document at least 50 reusable patterns or components	Complete component library with comprehensive documentation and integration into development workflows	Apr-Jul 2025	<ul style="list-style-type: none"> <li>Catalogued over 50 reusable EMR Serverless patterns</li> <li>Created library of DAG templates for various workflow types</li> <li>Documented email integration patterns</li> <li>Compiled data processing optimization techniques</li> </ul>
<b>OKR 4: PEOPLE DEVELOPMENT</b>	Increase percentage of high-performing personnel by 20% aligned to DigiTech programs	Successfully onboard new team members with basic training	Comprehensive onboarding program that develops high performers capable of	Apr-Aug 2025	<ul style="list-style-type: none"> <li>Onboarded two new FTEs (Neelesh and Sourav)</li> <li>Provided comprehensive knowledge transfer</li> </ul>

EMS OKR Category	Specific OKR	Min Expected	Max Expected	Timeline	Goals Achieved
			independent contributions		<ul style="list-style-type: none"> <li>Conducted extensive training on Docker, Airflow, EMR Serverless</li> <li>Delivered hands-on sessions on AWS serverless architecture</li> <li>Provided full knowledge transfer on migration workflows</li> </ul>
<b>OKR 4: PEOPLE DEVELOPMENT</b>	Training and participation of engineering staff on AI tools with 100% target application in existing projects	Introduce AI tools to team members	Develop and deploy AI tools that are adopted organization-wide with comprehensive training program	Apr-Aug 2025	<ul style="list-style-type: none"> <li>Developed AI-powered migration converter tool</li> <li>Tool adopted by multiple team members for their work</li> <li>Trained interns on AI-assisted development approaches</li> <li>Planning Agentic AI work post-migration completion</li> </ul>
<b>OKR 4: PEOPLE DEVELOPMENT</b>	80% participation in training and learning tied to innovation, AI, and automation	Provide support to team members when requested	Establish comprehensive mentorship program with regular sessions and knowledge sharing across organization	Apr-Aug 2025	<ul style="list-style-type: none"> <li>Provided extensive support to interns on new technologies</li> <li>Assisted team members with neartime and enrichment API implementations</li> <li>Spent 2+ hours troubleshooting Docker and pipeline issues</li> <li>Learned Terraform and business revenue understanding</li> </ul>
<b>CAPEX PROJECT 1</b>	<b>Consumer Sync Cloud Migration</b>	Complete migration of core scripts to AWS with basic functionality working	Full end-to-end migration with all on-prem functionality replicated in AWS including data validation and performance optimization	Apr-Jun 2025	<ul style="list-style-type: none"> <li>Delivered Consumer Sync migration to AWS in Q1</li> <li>Achieved 80% UK scale deployment</li> <li>Improved accuracy by 50% through optimized implementation</li> <li>Learned Airflow, EMR Serverless, Docker technologies</li> </ul>

EMS OKR Category	Specific OKR	Min Expected	Max Expected	Timeline	Goals Achieved
					<ul style="list-style-type: none"> <li>• Created standardized MWAA templates for future use</li> <li>• Maintained 50% capacity allocation on this project</li> </ul>
<b>CAPEX PROJECT 2</b>	<b>Audience Engine (Magpie)</b>	Migrate Alteryx workflows to PySpark maintaining same functionality	Complete architectural redesign achieving significant performance gains with production-ready deployment and zero data loss	Jun-Jul 2025	<ul style="list-style-type: none"> <li>• Successfully delivered to production in Q2</li> <li>• Converted complex Alteryx workflows to optimized PySpark code</li> <li>• Reduced runtime from 8 hours to 2.5 hours (62.5% improvement)</li> <li>• Processed 52 million records with zero data loss</li> <li>• Delivered to Donovan and recognized as huge success</li> <li>• Maintained 50% capacity allocation on this project</li> </ul>

# Additional Major Accomplishments

## 1. Digital Taxonomy Migration - Optimization

This was one of the largest and most complex migrations undertaken during this period:

- Migrated 9 interconnected scripts as a cohesive system
- Developed over 1500 lines of DAG code to handle the complexity
- Achieved 97.3% performance improvement reducing runtime from 5 hours to 40 minutes
- Managed 3+ hour testing cycles effectively throughout development
- Overcame significant challenges with memory optimization and DAG waiting time
- Successfully migrated the complete system to UAT environment

## 2. Technical Learning & Skill Development

- Docker: Gained deep expertise in containerization and orchestration for production deployments
- Airflow: Developed advanced skills in DAG development and MWAA deployment
- EMR Serverless: Learned architecture design and performance optimization techniques
- Terraform: Acquired knowledge of Infrastructure as Code fundamentals
- Business Understanding: Gained insight into revenue generation and business impact

## 3. Migration Portfolio

Successfully delivered end-to-end migrations for multiple systems:

- HEMS Migration: Completed with email functionality integration in DAG workflows
- ID Graph: Converted complete repository to Airflow DAG with comprehensive documentation
- TTD Geo: Completed migration successfully
- Data Erasure: Implemented end-to-end with optimization
- CHVMK2 Migration: Created dataset dummy tasks
- Total: Migrated over 50 scripts to AWS EMR Serverless

## 4. Team Support & Collaboration

- Provided extensive assistance to team members with neartime API and realtime API migrations from Alteryx
- Spent over 2 hours troubleshooting Docker and pipeline issues to help resolve critical problems
- Offered comprehensive support to interns learning new technologies
- Delivered full knowledge transfer to Neelesh and Sourav
- Raised SFT requests when needed for team support

## Impact & Business Value

### Quantified Business Impact

Metric	Before	After / Impact
Audience Engine Runtime	8 hours	2.5 hours (62.5% reduction)
Digital Taxonomy Runtime	5 hours	8 minutes (97.3% reduction)
Consumer Sync Accuracy	Baseline	50% Improvement
Scripts Migrated	On-prem/Manual	50+ to AWS
Data Accuracy	52M records	100% - Zero loss
Sprint Delivery	Target: 10 points	100% On-time

### Future Direction & Next Steps

#### Q3-Q4 FY26 Plans

- Agentic AI Work: Deep dive into autonomous AI systems after current migration phase is complete
- Advanced AI Applications: Expand the capabilities of the migration converter tool
- Mentorship: Continue supporting team growth and skill development
- Innovation: Identify new optimization opportunities across the platform
- Documentation: Continue building comprehensive knowledge base for the team

#### Development Focus Areas

Based on Development Plan review, continuing focus on:

- Leadership skills through onboarding and mentorship activities
- Technical depth by advancing AI and machine learning capabilities
- Business acumen through understanding revenue and value creation
- Communication skills and improving recognition of contributions
- Strategic thinking by aligning work with business objectives

*--- End of Report ---*