

VIVEK DIXIT

Business Intelligence Engineer Manager



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Luxembourg

Summary

Business Intelligence Engineer Manager at Amazon with 8+ years of experience delivering scalable BI solutions. Skilled in leading end-to-end projects, managing teams, and aligning BI strategies with business goals in pharmaceutical and e-commerce domains. Proficient in SQL, data modeling, and technologies like Redshift, Teradata, Informatica, and AWS, focused on building robust, large-scale solutions with the latest technologies.

Technical Proficiency

- **Databases:** Teradata, Redshift
- **Cloud Computing:** Worked with AWS services like S3, EC2, Lambda, EMR, etc.
- **Orchestration tools:** Apache Airflow, Automagic
- **Tools:** Informatica, Alteryx, Jira, MS tools (Excel, Visio, PowerPoint), Quicksight

Key Skills

- Extensive experience in **Pharmaceutical** and **E-Commerce Marketing** domains, leveraging on-premise and cloud technologies for timely, high-quality solution delivery.
- Experience leading cross-functional teams, managing **stakeholder** relationships, and delivering impactful results across the Waterfall lifecycle with effective communication
- Experience with **design** of end-to-end **big data** solutions using **optimized SQL** techniques to translate business requirements into technical solutions ensuring peak performance
- Passionate about process automation and optimization, with a strong focus on fostering the growth and development of team members while driving operational efficiency.

Professional Experience

Business Intelligence Engineer Manager, July 2024 to Current – Amazon (Luxembourg, Europe)

- **Domain:** Marketing - Mass Communication Channel Performance
- **Role:** Business Intelligence Manager
- **Technologies Used:** AWS, Redshift, Quicksight, Asana
- **Source:** Salesforce
- **Target:** S3, Redshift, Quicksight, Excel

Project Description and Responsibilities/Achievements:

- **Conceptualized** and managed implementation of an automated EU communication reporting system, saving 80% (**17hrs weekly**) of a 7-member team's time and enhancing strategic decisions
- **Managed** a diverse team of Marketing Specialist, Data Engineers, and BIEs to deliver a QuickSight dashboard with **300 daily users**, driving strategic execution comprehensive **project management**
- Collaborating with cross-functional teams and stakeholders to devise 2025 BIE strategy

Senior Business Intelligence Engineer, Marketing Tech, June 2021 to June 2024 – Amazon (Luxembourg, Europe)

- **Domain:** Marketing Analytics: Lead Nurturing
- **Role:** Business Intelligence Solution Architect and Developer
- **Technologies Used:** AWS, Redshift, Quicksight
- **Source:** Flat/compressed files (excel, txt) at S3, Redshift
- **Target:** S3, Redshift, Quicksight, Excel

Project Description and Responsibilities/Achievements:

- **Architected** and developed a solution, later adopted by Amazon Worldwide, which automatically integrates Amazon data with a 3rd-Party tool for better keyword bids to improve traffic to the website by 15% in EU region and improves Return on Investment by 50%
- **Designed** a weekly automated process to enable effective problem-solving and decision-making based on Data-driven insights. The solution helped **save 27hrs/ week** across a team of 18
- **Developed** a **centralized Quicksight dashboard** to measure performance of the different A/B tests and help drive business decisions at a fast pace
- **Led the end-to-end reporting and Data management** for the Marketing (Traffic) team
- **Led cross-functional team** to implement streamlined **stakeholder management process**, delivering impactful solution and improving stakeholder satisfaction **score from 27% to 73%**, demonstrating strong **project management** skills
- **Led the operational planning goals** for the Marketing (Traffic) team in tandem with individual program team's inputs

Senior Business Analyst, September 2020 to June 2021 – Novartis

Strategic Data Convergence Initiative

- **Domain:** Pharmaceutical
- **Role:** Senior Business Analyst
- **Technologies Used:** AWS, SQL, Python, Excel
- **Source:** Flat/compressed files (excel, txt) at S3
- **Target:** S3, Redshift, Novartis Internal Tool

Project Description and Responsibilities/Achievements:

- **Integrated** data from disparate sources into a centralized system, resulting in improved data quality and increased efficiency in reporting and analytics. This enabled different teams to use the data for further reporting saving **2hrs** of execution time and saving testing effort by many days
- Orchestrated **stakeholder** management efforts, ensuring alignment on project objectives and timely delivery of the key milestones
- **Managed** a team of 5 Analysts, 4 Data Engineers and 2 “Dell Boomi” tool experts to conclude the Data Convergence Initiative

Senior Business Technology Analyst, January 2019 to August 2020 – ZS Associates

Commercial Data Lake Setup and Tableau Reporting Platform

- **Domain:** Pharmaceutical
- **Role:** Lead PySpark and Cloud Developer, and Backend Design Lead
- **Technologies Used:** AWS, Big Data, PySpark, Alteryx, VBA
- **Source:** Flat/compressed files (excel, txt) at S3
- **Target:** S3, Aurora DB, Tableau

Project Description and Responsibilities/Achievements:

- Orchestrated the **set-up** of **first cloud-based environment** for the client and generate Tableau reports with key KPIs. **Mentored new members** by seamless onboarding and task delegation
- **Designed** the Datawarehouse layer involving dimensions, facts, aggregates.
- **Integrated** multiple hybrid platforms to push raw data in the project environment (AWS)
- **Developed** the code to transform the data as per business requirements using **Spark** as the execution engine and **Apache Airflow** as the orchestration tool
- Developed multiple **complex SQL** queries to perform **testing** of the self-developed modules and of the peers to ensure quality deliverables
- **Developed** an **AWS Lambda**, which converts the excel placed on S3 into text file and pushes the data into Datamart

Commercial Data Analytics and Tableau Reporting - RedShift

- **Domain:** Pharmaceutical
- **Role:** Technical Lead
- **Technologies Used:** RedShift, Big Data, Dell Boomi
- **Source:** RedShift (Staging tables)
- **Target:** Redshift (Facts, Dimensions and Aggregates)

Project Description and Responsibilities/Achievements:

- **RedShift** based BI engagement to setup a Data Warehousing solution to consume raw data from a separate vendor and prepare a Tableau Report with multiple key KPIs
- **Designed** the backend data models to process the source data and transform the data for consumption in reporting tools like **Tableau**
- **Facilitated** technical design sessions with the stakeholders to align on the data model
- **Developed** complex SQL queries and mentored new team members to develop SQL queries

Business Technology Analyst, September 2016 to December 2018 – ZS Associates

Business Conduct for EMEA

- **Domain:** Pharmaceutical
- **Role:** Senior Backend Developer
- **Technologies Used:** Teradata, Informatica, Automic, Shell scripting
- **Source:** Client SFTP location
- **Target:** Teradata tables

Project Description and Responsibilities:

- Business Conduct project was aimed at providing **comprehensive** as well as **individual attendee spend tracking** from the EMEA regions. Conducted **design sessions** and **end-to-end deployment** of the code aligning with functional requirements.
- Process **optimization** utilizing techniques of indexing & partitioning to gain **40% efficiency**. High impact to client due to significant operational efficiency, leading to cost savings
- Collaborated with cross-functional teams to enable the solution and worked closely with stakeholders to deliver high-quality deliverables.