

Shaifali Agrawal

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📍 India

WORK EXPERIENCE

Flipkart (E-commerce Marketplace)

Nov 2024 – Present

Senior Software Engineer, Video Commerce Team

- Led backend integration of influencer livestreams directly into Product Pages and other key app surfaces using content federator, improving visibility, engagement, ROI, livestream reach, and GMV impact.
- Eliminated enricher pipeline sideline backlog by identifying and fixing multiple edge-case failures, reducing queue count to zero and stabilizing future processing.
- Developed backfill framework handling 5M+ HBase records with zero production downtime and no regression in content exposure latency.
- Architected and productionized a scheduled Spark fact on Flipkart Data Platform aggregating creators, contents, commissions and earnings data; led a large-scale historical backfill for 13M+ orders using batched processing with multi-threaded fan-out to 3 downstream services, optimizing throughput while maintaining system stability and data consistency.

SAP

Jul 2021 – Nov 2021

Senior Software Engineer, AI Foundation

- Developed a framework to migrate all MLF users to the new AIcore platform.

MoEngage (Cloud Marketing Platform)

Oct 2017 – Oct 2019

Senior Software Engineer, Push Team

- Improved campaign sending time by 60% via concurrency and user-segmentation precaching for 3 million active users.
- Reduced campaign failure rate by 95% by building an autonomous internal monitoring system.
- Built a private Python personalization package using Jinja, adopted across multiple services.
- Designed and implemented backend systems for SMS, Webhook, and Push notification campaigns.

HashGrowth (App Store Optimization Platform)

Oct 2016 – Oct 2017

Co-founder & CTO (YC SUS17)

- Bootstrapped a B2B SaaS App Store Optimization platform.
- Engineered a high-throughput, distributed crawler indexing 2.6M+ apps on Google Play Store.

Zaya Learning Labs

Jan 2016 – Oct 2016

Software Engineer

- Built distributed applications using Python, Django, and Django REST Framework.
- Architected and open-sourced **Django-SoftDelete-It**, a reusable Django application providing soft-delete support with query-level filtering and model lifecycle management.

Google Summer of Code (Syssters, AnitaB.org)

May 2015 – Aug 2015

Intern, Open Source Development

- Performed Full Stack web development to build a meetup management system to facilitate the Syssters Portal.

Outreachy (OpenStack Foundation)

Dec 2014 – Mar 2015

Intern, Open Source Contribution

- Split the data and control planes of Zaqar's (OpenStack messaging service) storage layer to improve architectural modularity.

SKILLS

Languages	Python(primary), Java, Bash, GoLang
Frameworks	Django, DRF, Micronaut, Dropwizard, Bootstrap, Locust.io, RabbitMQ, Kafka, REST API
Databases	PostgreSQL, MongoDB, MySQL, HBase(large-scale), SQLite, Redis, Aerospike
Infrastructure	Kubernetes, AWS, DigitalOcean, OpenStack, Linux, Nginx, HAProxy

TALKS AND CONFERENCES

- 2017 **Generators Under The Hood** – BangPyPypers Meetup
- 2016 **Getting Started with python-openstacksdk** – OpenStack Summit
- 2015 **Outreachy with OpenStack Zaqar** – OpenStack Day India

EDUCATION

2013 – 2016	Masters of Computer Application, IIPS, DAVV	CGPA: 8.91/10
2010 – 2013	Bachelor of Computer Applications, IIPS, DAVV	CGPA: 9.07/10