

Shaifali Agrawal

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📍 India

WORK EXPERIENCE

Flipkart (E-commerce Marketplace)

Senior Software Engineer, Video Commerce Team

Nov 2024 – Present

- 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

Senior Software Engineer, AI Foundation

Jul 2021 – Nov 2021

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

MoEngage (Cloud Marketing Platform)

Senior Software Engineer, Push Team

Oct 2017 – Oct 2019

- 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)

Co-founder & CTO (YC SUS17)

Oct 2016 – Oct 2017

- 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

Software Engineer

Jan 2016 – Oct 2016

- 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 (Systers, AnitaB.org)

Intern, Open Source Development

May 2015 – Aug 2015

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

Outreachy (OpenStack Foundation)

Intern, Open Source Contribution

Dec 2014 – Mar 2015

- Split the data and control planes of Zaqr'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** – BangPypers Meetup

2016 **Getting Started with python-openstacksdk** – OpenStack Summit

2015 **Outreachy with OpenStack Zaqr** – 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