

EDUCATION

Trent University - MSc. in Big Data Analytics (GPA: 4.0/4.0) <ul style="list-style-type: none">Research in evaluating deep learning models, particularly C-BiLSTM and Simple BiLSTM.	May 2021 - Sept 2022 ON, Canada
Gujarat Technological University - BE. in Computer Engineering (GPA: 3.9/4.0) <ul style="list-style-type: none">Design Lead at Computer Society of India SB, Mentor of Coding & Hackathon Club	Aug 2016 - Sept 2020 GJ, India

EXPERIENCE

Senior Data Engineer Miix Analytics ON, Canada <ul style="list-style-type: none">Led the design and implementation of Marketing Mix Models (MMMs) for top-tier clients in consumer goods, home improvement, and wine industries, optimizing \$50–\$80 million marketing budgets.Collaborated on Price and Promo models, achieving a 15% improvement in revenue efficiency for Canadian CPG and retail clients.Conducted comprehensive data analysis to extract actionable insights, boosting strategic decision-making across client operations.Automated critical processes, reducing operational costs by 25%, and streamlined workflows to enhance marketing performance insights.<u>Tech stack:</u> Marketing Mix Modeling, AWS, Google Looker Studio, Python	July 2023 - Present
Software Engineer Spire Global Inc. ON, Canada <ul style="list-style-type: none">Developed high-performance GraphQL APIs to optimize maritime data extraction and image processing, enabling the detection of unknown vessels using Spire’s satellite constellation and advanced RF signal-based tracking.Integrated GIS and OGC Web Map data to enhance algorithm accuracy, streamlining project delivery.<u>Tech stack:</u> Python, GOLang, GraphQL, GIS, Image Processing	Nov 2022 - Feb 2023
Backend Software Developer Haqdarshak MH, India <ul style="list-style-type: none">Developed RESTful micro-services for an in-house functionality which is now used by over 10,000 daily active users.Engineered a robust scheduling backend system that streamlined the COVID vaccination system, allowing people to book appointment slots while optimizing hospital logistics for dose allocation based on demand. The system was later used nationwide.Streamlined data workflows, significantly improving data retrieval speeds by 40%, ensuring data integrity and system reliability.Collaborated with cross-functional teams to design scalable backend solutions for social impact projects.<u>Tech stack:</u> Python, Django, REST APIs, Data Engineering, Docker, Kubernetes, AWS.	Apr 2021 - Aug 2021
Software Engineer RecruitNet Hong Kong SAR <ul style="list-style-type: none">Built scalable web scrapers with Python, Selenium, and Beautiful Soup to extract ATS data, boosting data accessibility by 40%.Optimized web scraping performance and ensured seamless integration with multiple data sources, increasing adaptability for cron-job automation on direct company owned recruitment site.<u>Tech stack:</u> Web Scraping, Python, Java, Perl, Data Analysis, Natural Language Processing	Aug 2020 - Mar 2021
Software Developer Intern Atliq Technologies GJ, India <ul style="list-style-type: none">Contributed to the development of a video streaming and retail product selling mobile application using React and React Native.Designed cross-platform applications using React, SQL, Redis, and PHP, ensuring user-friendly and robust solutions.<u>Tech stack:</u> ReactJS, NodeJS, Firebase, SQL, Redis, PHP, Agile Development	Mar 2019 - July 2019

PROGRAMMING SKILLS

Languages: Python, GOLang, Java, C, C++, JavaScript, TypeScript, PHP

Tools/Frameworks: ReactJS, NodeJS, SQL, MongoDB, AWS (S3, EC2, Lambda), Redis, Django, Postgres, Android, Docker, Tensorflow, Git, LookerStudio, Tableau, Firebase, GraphQL

PROJECTS

Retail Optimization for Behavior Analysis & In-Store Navigation <ul style="list-style-type: none">Optimized AI-driven algorithms for inventory management, demand forecasting, pricing, and personalized recommendations using CNN, while integrating an indoor navigation system based on modified A* algorithm to guide customers along the shortest path, minimizing time spent and enhancing the shopping experience. bit.ly/retail_dhronn	Python, Django, React, NLP, Tensorflow
Image Super Resolution with CNNs and Auto-Encoders <ul style="list-style-type: none">Achieved 93% validation accuracy and a loss of 0.0021 in an image super-resolution model using CNNs and Autoencoders, enhancing image quality with minimal data loss. bit.ly/img_super-resolution	Python, Tensorflow, C++, OpenCV

AWARDS AND ACHIEVEMENTS

- Awarded **Employee of the Year (2023)** at Miix Analytics for contributions to high-impact projects and business outcomes.
- 2024 Global 30-Under-30**, Recognized by Significant Insights for excellence in research, data, and insights.