

EXPERIENCE

Senior Data Engineer | Miix Analytics | ON, Canada

July 2023 - Present

- 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 performance insights.
- Tech stack: Marketing Mix Modeling, AWS, Google Looker Studio, Python

Software Engineer | Spire Global Inc. | ON, Canada

Nov 2022 - Feb 2023

- 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.
- Tech stack: Python, GoLang, GraphQL, GIS, Image Processing

Backend Software Developer | Haqdarshak | MH, India

Apr 2021 - Aug 2021

- 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.
- Tech stack: Python, Django, REST APIs, Data Engineering, Docker, Kubernetes, AWS.

Software Engineer | RecruitNet | Hong Kong SAR

Aug 2020 - Mar 2021

- Built scalable web scrapers with Python, Selenium, and BeautifulSoup 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.
- Tech stack: Web Scraping, Selenium, Python, Java, Perl, Data Analysis, Natural Language Processing

Software Developer Intern | Atliq Technologies | GJ, India

Mar 2019 - July 2019

- 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.
- Tech stack: ReactJS, NodeJS, Firebase, SQL, Redis, PHP, Agile Development

PROGRAMMING SKILLS

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

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

PROJECTS

Retail Optimization for Behavior Analysis & In-Store Navigation

Python, Django, PostgreSQL, React, NLP, TensorFlow

- 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)

Healthcare Management System - Full Stack Application (Freelance)

Flask, React, Python, SQLite, AWS, Postman

- Developed backend APIs using Flask microservices for patient scheduling, health tracking, and hospital reporting, implementing JWT authentication and SQLite for secure data management. Delivered a fully functional React-Redux frontend within 20 days, showcasing full-stack development expertise and Docker containerization. (bit.ly/ehealth-backend & bit.ly/ehealth-frontend)

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.

EDUCATION

Trent University - MSc. in Big Data Analytics (GPA: 4.0/4.0)

May 2021 - Sept 2022

- Research in evaluating deep learning models, particularly C-BiLSTM and Simple BiLSTM.

ON, Canada

Gujarat Technological University - BE. in Computer Engineering (GPA: 3.9/4.0)

Aug 2016 - Sept 2020

- Design Lead at Computer Society of India SB, Mentor of Coding & Hackathon Club

GJ, India