

Shaurya Shekhar Dey

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Education

Newcastle University
M.Sc. Computer Science

Sep 2022 — Sep 2023

Technical Skills

Languages: Python, Java, JavaScript, SQL/Postgres

Platform/Frameworks : GCP, Databricks, Airflow, BigQuery, MongoDB, S3, React, TDP, Git, puTTY, pandas, numpy, seaborn, pyspark, beautifulsoup

Work Experience

Data Engineer (Hakuhodo)
Gurugram

April 2025 — Present

- Engineered **end-to-end ETL pipelines** with Apache Airflow, Databricks Spark, and BigQuery—ingesting and transforming over 5 million records daily from PostgreSQL, MongoDB, and RESTful APIs. Authored **modular DAGs**, cut pipeline failure rates and boosted throughput.
- Automated data ingestion and transformation workflows** across JSON/CSV files, API endpoints, and S3 buckets using Python scripts and GCP Cloud Functions. By leveraging pandas for data cleaning and custom validation logic, eliminated 80 % of manual interventions and accelerated delivery of reporting-ready datasets.
- Architected a scalable, **fault-tolerant data lake on Google Cloud Platform**—combining Databricks Delta Lake and BigQuery partitioning & clustering—to **halve query latency (from ~15 s to ~7 s)** and ensure sub-second analytics performance. Implemented IAM and RLS policies to bolster security and compliance.
- Developed **marketing BI dashboards on Databricks** using Databricks SQL and built-in visualization tools, enabling real-time monitoring of campaign performance, pipeline health, and SLA adherence.

Data Analyst (Grey – WPP)
Gurugram

September 2024 — March 2025

- Owned the **Accel India** social listening account, leading the creation of **weekly benchmarking decks** using **Tableau** and **Power BI** to analyse social media activity for the brand and **eight competitor brands**, delivering actionable insights that enhanced marketing strategies.
- Designed and implemented a Python-based data cleaning pipeline utilizing pandas and numpy, **streamlining data processing workflows and reducing manual overhead by 95%** across five brands, improving efficiency in reporting.
- Spearheaded** the integration of **advanced analytics and data-cleaning** into reporting processes, reducing turnaround time for insights by **30%**, leading to quicker decision-making for campaigns.

- Project was awarded the **£50,000 2023 Creative Catalyst Grant** for innovation and impact in addressing key industry challenges. Developed a **React-based web platform** for identifying music rights holders, ensuring fair royalty distribution from streaming revenue.
- **Integrated Firebase** for user authentication, real-time database updates, and secure data storage, streamlining backend operations. Integrated **Google Sheets API** to enable dynamic data synchronization with external stakeholders, enhancing collaboration and accuracy.
- **Designed a responsive, intuitive UI with React and ensured compliance** with data security standards. Successfully implemented **OAuth**, enhancing user authentication and authorization security for 5000+ users.

Projects

Nom-Nom | [Link](#)

- Led a team to design and develop a React-based restaurant recommendation website, achieving a 97% score in the module and winning a **£4,000 award** for innovation and execution.
- Applied best practices in front-end development and API integration, setting a foundation for scalable and maintainable code. Conducted performance optimization by leveraging React Profiler and Lighthouse, achieving a **95+ performance score** and ensuring smooth user interactions.
- Built **reusable, modular components** with React hooks for state management. Used React Router for seamless navigation, ensuring maintainable and scalable front-end architecture.

SRS Japanese Learning App | [Link](#)

- Built a **full-stack gamified Japanese language learning web app using Next.js, Supabase, and the SuperMemo spaced repetition algorithm** to optimize user retention and review intervals; submitted as part of Master's thesis..
- Engineered a **custom deck and scheduler system for Hiragana, Katakana, and Kanji learning**, with logic to dynamically update user progress and card intervals.
- Designed a **Supabase-secured user authentication and RLS policy system to ensure per-user data** privacy and integrity.
- Integrated a **test-gated onboarding flow** allowing users to skip beginner modules based on performance, improving learner experience.
- Optimized API calls and frontend state management to ensure snappy, low-latency card review sessions across devices.

Social Impact

Volunteer (**Government of Delhi**)

- **Conceptualized 'Call for Aid'**, a helpline which aims to help those who wish to break free from addiction. Led website redesign, enhancing user engagement by 30% and streamlining navigation, reducing bounce rate. Initiated and completed a comprehensive reference plan for interns, facilitating a smoother transition and improving project workflow.