Aiswarya Devi M

Data Engineer/Analyst

Chennai, India • +91 9597551789 • maiswaryadevi@gmail.com • linkedin.com/in/maiswaryadevi

A seasoned data professional with 2 years' mastery in Engineering, Analysis, and Visualization. Proficient in Python, SQL, AWS services, and ETL tools, adeptly translating complex data into impactful business strategies. Recognized for sharp problem-solving and critical thinking abilities, instrumental in driving decisive outcomes. Proficiently orchestrating data, automating processes, and delivering valuable insights.

SKILLS

Technical Skills: SQL (MSSQL, PostgreSQL, MYSQL), Python, Pyspark, Pandas, NumPy, Microsoft Excel, Zoho CRM, AWS Redshift, AWS Glue, AWS Lambda, Athena, Sqoop, Hadoop, EMR, Airflow, Airbyte, Tableau

WORK EXPERIENCE

FundsIndia, Chennai, TN   Oct 2022 – Present
Data Engineer
- Produced detailed reports and dynamic dashboards, conveying business metrics to 60+ stakeholders, resulting in a **100 million** revenue boost.
- Discovered and built a North Star metrics dashboard, empowering top-level management for strategic decision-making.
- Partnered with the CEO, CFO, and key leaders to craft customized report dashboards, conducting in-depth product-focused analysis in a collaborative effort.
- Engineered an end-to-end Data pipeline for a call center software vendor, leveraging Airflow to automate processes, create customized reports, and visualizations, eliminating the need for expensive migration.
- Forged an end-to-end Data pipeline via Tracker API, housing diverse campaign data, driving insights on conversions, and automating reports for multiple business units. Resulted in a notable 50% upswing in new customer acquisition by discontinuing underperforming campaigns.
- Crafted stakeholder dashboard, conducted data cleanup, migrated to AWS Redshift via ETL tools. Implemented Lambda-based alarms for monitoring, achieving 50% drop in customer rates.
- Utilized Airflow to proficiently schedule and oversee 100+ reports, optimizing diverse project data requirements. Achieving 99% on-time report accuracy rate, resulting in substantial daily savings of over **50 man-hours.**

Tiger Analytics, Chennai, TN   Feb '22 – Oct '22
Big Data Engineer - Internship
- Led data lake creation and executed an ETL pipeline using AWS and EMR Spark, optimizing data processing and enabling SCD2 dataset implementation.
- Analyzed transactional data leveraging AWS Glue, Athena, and a metadata crawler, unveiling crucial transactional patterns.
- Led stock exchange data analysis, crafted a streamlined pipeline with Sqoop, utilized Hive for predictive analytics, revealing industry trends and cross-sector company growth insights.

Education

Sri Eshwar College of Engineering, Coimbatore, IN   2018-2022
Bachelor of Engineering (Electronics and Communication Engineering)   CGPA– 9.25

Achievements and Interests

• Big Data Hadoop and Spark Developer | SQL | Python | Azure | AWS (Simplilearn)   • Best Outgoing Student 2022

• Anna University End Semester Exam Rank Holder   • Campus Ambassador (SLC -II)   • Event Organizer