

Nitish Raj

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Data/Analytics Engineer Summary

- 8+ years' experience in problem solving using Python, SQL, AWS, and Statistics with a track record of setting up foundation for analytics, data modeling, and developing KPIs for strategic business decisions.
- Demonstrated success in improving data pipeline efficiencies, optimizing algorithms to improve work efficiency and standard error by >20% and saving the equivalent of 3+ full-time resources.
- Skilled in data visualization, dive deep analysis, and statistical modeling. Achievements include recovering \$7M+ in product revenue and boosting customer retention by >10% by developing machine learning (ML) optimized marketing campaigns.

WORK EXPERIENCE

Amazon, Luxembourg

08/2018 – Present

Senior Business Intelligence Engineer

- Hands-on experience in data modeling, test-driven development, documentation, and CI/CD using AWS resources and Amazon's internal tools resembling dbt, GitLab and GitHub Actions.
- Implemented data modeling and a robust ETL process (using API) that enabled the development of a multilevel metrics monitoring system and behavior analysis, resulting in a feedback loop that reduced critical escalations by >60%.
- Owned the backend development, deployment, and maintenance of WebApp based on Python (Django) and AWS (Lambda, Glue, Redshift) that improved throughput by >50% for 200 FTEs globally (5 countries).
- Collaborated with 6+ business teams to establish 40+ KPIs. Developed (Tableau) data pipelines, identified discrepancies, and facilitated strategic planning, cutting reporting lag from 10 days to 1 day. Recouped \$7M+ via proactive false negative tracking in 6 months.
- Developed supervised and unsupervised machine learning algorithms (using AWS Sagemaker) aimed to optimise the product classification, which improved the true positive rates from 6% to 20% and the true negative rate from 7% to 16%.
- Optimised sampling algorithm that reduced standard error by 20%, conserving an equivalent of 3+ FTEs and improved error identification rate from 5% to 10%.
- Established core KPIs to drive enhancements and support the launch of new features in supply chain simulation systems. Actively collaborated with cross-functional teams to conduct in-depth analyses for data deviations, aiding in agile planning for future operations.
- Contributed to team expansion and development through 100+ technical interviews and providing ongoing professional mentorship.

Mu Sigma Business Solutions Pvt Ltd, India

07/2015 – 07/2018

Decision Scientist (Consultant)

- Engineered machine learning models for precision-targeted marketing campaigns, leveraging the Net Promoter Score (NPS) and customer behavior data, resulting in an impressive >10% improvement in customer retention rates.
- Promoted a data-led strategy for multi-channel attribution, identifying high-yielding customer journey channels and optimizing spend, resulting in an average 8% reduction in customer acquisition costs.
- Established critical KPIs for comprehensive pre- and post-value-add analysis and implemented A/B testing for credit card offers, enhancing operational efficiency through automated reporting in Tableau.
- Executed time-series analysis to classify transactions and isolate anomalies, providing decisive insights through Tableau visualizations.
- Designed an innovative data architecture for tracking European market spending and transaction metrics, successfully navigating the complexities of unstructured and multilingual data using Qlik and SQL.

EDUCATION

Bachelors of Engineering in Computer Science

09/2011 – 05/2015

Siddaganga Institute of Technology, Karnataka, India

SKILLS

Tools: Docker, Git, dbt, SAS Miner, Terraform | **Programming:** Python, R, SQL, PySpark, SAS | **Cloud:** AWS (Redshift, Lambda, EC2, Sagemaker, RDS, Glue, Elastic Beanstalk, SNS, CloudWatch, DynamoDB, Route 53, CDK), GCP (BigQuery, Compute Engine, Cloud Storage), Databricks, Snowflake | **Machine Learning:** Scikit Learn, Pytorch | **Business Intelligence:** Tableau, QuickSight, Qlik, Metabase, Looker, Power BI | **Languages:** English (Fluent) , French (Basic – A1)