

Kartik Saxena

Assistant Manager, Research & Analytics



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Data Engineering and Analytics leader with expertise in designing and implementing scalable, efficient, and secure data architectures. Skilled in developing machine learning models for ad targeting, predictive analytics, and automated reporting to enhance campaign performance. Proficient in big data processing (PySpark, DBT, AWS, Hadoop), ETL pipelines, and workflow automation to drive real-time insights. A strategic thinker and effective communicator, experienced in cross-functional collaboration, cost optimization (CPI), and performance-driven BI reporting for stakeholders.

Work History

2024-06 - Current

Assistant Manager - Research and Analytics

WNS Global Services, New Delhi

- Led a team in developing machine learning models to optimize ad targeting, increasing click-through rates (CTR).
- Built predictive models for impressions data, enhancing ad performance and engagement.
- Automated impressions data analysis and reporting, reducing manual work by 20% and enabling real-time insights.
- Integrated ML-driven solutions with stakeholders, reducing cost per impression (CPI).
- Collaborated across on-site and off-site channels to deliver metrics reports to buyers.
- Automated the bidding process at the Trade Desk, optimizing bidding strategies.
- Managed workflows and tasks using Adobe Workfront for seamless operations.
- Generated BI reports for client pitching and project expansion.
- Researched and applied e-commerce advertising techniques for innovative campaign strategies.
- Worked with 15+ CPG partners, understanding their unique requirements for better optimization.
- Reported team project performance to stakeholders, gathering feedback for continuous improvement.

2023-05 - 2024-06

System Engineer - Senior Data Engineer

Tata Consultancy Services, New Delhi

- Proficient in DBT (Data Build Tool), demonstrating expertise in transforming and modeling complex datasets efficiently to facilitate analytics and reporting processes. Designed, developed, and maintained robust data pipelines for ingesting various file formats (.csv, .dat, JSON) into the data lake using PySpark and Python.
- Orchestrated data workflows efficiently using Airflow, ensuring smooth execution and monitoring of ETL processes.
- Leveraged AWS cloud services such as S3, EMR, and Glue for scalable and reliable data processing. Worked with Hadoop ecosystem components for distributed data processing and storage. Implemented version control using Git for code management and collaboration within the team.

2021-05 - 2023-05

Assistant System Engineer - Data Engineer

Tata Consultancy Services, New Delhi

- Led the design and development of complex data lakes and data marts tailored to healthcare client requirements, ensuring compliance with industry standards and regulations.
- Implemented real-time data ingestion pipelines using PySpark to capture and process streaming healthcare data and converting them to data frames, enabling timely insights and decision-making.

- Utilized Python libraries such as NumPy and Pandas for data manipulation, analysis, and feature Implement DBT workflows, enhancing data reliability and scalability, resulting in improved decision-making capabilities and operational efficiencies.
- Collaborated with cross-functional teams to understand healthcare data requirements and translate them into scalable and efficient data solutions.
- Ensured data integrity, security, and privacy compliance throughout the data lifecycle, adhering to
- HIPAA and other regulatory standards.
- Conducted performance tuning and optimization of data pipelines to meet SLAs and performance requirements in a healthcare environment.

Education

	Intermediate: ISC - SCIENCE
2017	Sheiling House School - Kanpur , UP, India Percentage - 76.6%
	HSC: ICSE
2015	Sheiling House School - Kanpur , UP , India Percentage - 90.2%
	Bachelor of Technology: Computer Science And Engineering <i>Galgotias University - Greater Noida</i>
2017-05 - 2021-05	7.5 - CGPA Optical Character Recognition - Capstone Project

Skills

- Data Engineering & Big Data: PySpark, Airflow, DBT, Hadoop, AWS (S3, EMR, Glue)
- Database Management: SQL, NoSQL (MongoDB, DynamoDB), PostgreSQL
- Machine Learning & Analytics: Ad Targeting, Predictive Modeling, Automated Bidding (Trade Desk)
- BI & Reporting: Power BI, Tableau, Campaign Performance Analysis, Adobe Workfront
- Programming & Development: Python, SQL, Shell Scripting, Git
- Leadership & Project Management: Team Leadership, Stakeholder Communication, Strategic Planning

Certifications

2023-01	AWS Solutions Architect Associate - SAACO3
2024-02	Meta - Databse Engineer

Accomplishments

2021 & 2022	2 x On Spot Employee Awarded
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