

Abhi Raj

Data Engineer and Analytics consultant

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Professional Summary

With over 4+ years of experience spanning Data Engineering and Analytics, I bring a wealth of expertise in managing data migration, ETL processes, and delivering actionable business insights. I have a proven track record in leveraging a wide range of tools, including Snowflake, Power BI, Azure, Databricks, Python, and Informatica BDM, to support data transformation, cloud migration, and analytics initiatives.

In my current role as an Assistant Manager, I specialize in campaign analytics, data visualization, and business intelligence. I utilize Power BI, Azure Databricks, and Git to provide key insights that drive strategic decisions. My expertise extends to benchmarking, segmentation, and analyzing campaign performance across various industries, with a strong focus on retail and non-endemic segments. By combining data engineering skills with advanced analytics, I help businesses optimize their operations and achieve measurable results.

EDUCATION

- **Amity University Rajasthan**
B.Tech CSE; CGPA: 8.10 2016 - 2020
- **Kasidih High School, Jamshedpur**
CBSE 12th PCM; Percentage: 81.0 2015 - 2016
- **Delhi Public School, Panipat**
CBSE 10th; Percentage: 84.0 2013 - 2014

TECHNICAL SKILLS

- **Snowflake, Power BI, Databricks, SQL, ETL(Extract Transform Load), Unix Shell Scripting**
- **DBMS, Python Scripting, Informatics BDM, GitHub**
- **Rest API, SOAP API, Postman, CI/CD pipeline**

WORK EXPERIENCE

- **WNS Global.** Gurgaon
Assistant Manager – R&A May'24-Present

Overview: Campaign Analytics and Benchmarking

Managed end-to-end campaign execution and performance analysis to evaluate investment feasibility, leveraging data-driven insights. Conducted benchmarking for segmentation, commodities, and sub-commodities to provide comparative insights and median-based performance evaluation. Designed and maintained interactive Power BI dashboards to visualize campaign performance metrics such as AROAS (Ad Revenue on Ad Spend) and IROAS (Incremental Revenue on Ad Spend), aiding strategic decision-making. Delivered actionable insights for non-endemic campaigns, including travel and agency sectors, by analyzing data partitioned by segmentation, commodity, and sub-commodity.

Utilized Azure Databricks for large-scale data computation and transformation, integrating data from Azure Blob Storage for streamlined workflows. Automated campaign data pipelines using Python and SQL, ensuring efficiency and scalability. Maintained code version control through Git for seamless collaboration and project management. Created demographic breakdowns and sales impact analyses using Power BI and providing actionable insights for targeted campaign strategies.

- **Coforge Pvt. Ltd.**
Senior Software Engineer

Noida
Sep'20-Apr'24

- **Project 1: Python-Based ETL Framework Development**

Involved in the development of a Python-based ETL framework specifically to convert ETL/Informatica mappings into Python-based code. The key objective was to address Slowly Changing Dimensions (SCDs) and implement an efficient cache mechanism. Created a python script with Json specific flow file to implement informatica mappings for on-going data migration.

- **Project 2: Cloud Migration to Snowflake**

Involved as a member of the cloud migration team, focused on migrating Oracle databases to Snowflake utilizing Azure Data Factory and the DBT transformation tool. The project involves framework development architecture design and POC implementation.

- **BAU Contribution:**

Gathered data from multiple API sources e.g. SNOW, RALLY, Excel, Delimited files and RDBMS e.g. SQL Server using Python libraries like Pandas, NumPy, Request and Response to perform Data extraction, Data cleansing, Data mining and Data transformation as per the business requirement and finally loaded into the oracle data warehouse. Developed and maintained PL/SQL packages, procedures and functions to implement business logic and ensure efficient data manipulation within oracle databases.

I've conducted a Python automation task focused on comparing Data Definition Language (DDL) structures between different databases, specifically Oracle and Snowflake. The objective was to automate the process of comparing the schema definitions of these databases.

CERTIFICATIONS

- DP - 900

- Hands-on essential – Data Warehouse, Data Sharing and Data Applications for Snowflake