Starting from my career in a non tech role, to be a Sr.BI Engineer, I have done what the role demands with self-interest. During this journey, I have got into various roles like Catalog Associate, Subject Matter Expert, Program manager, Business Analyst and BI Engineer in teams such as Operations, Retail, Program, Product, Analytics and Finance. These roles have taught me about wide array of data problems along with how to solve them as per customer needs. It has also taught me about making & managing tough decisions with clear communication and expectations.

To summarize, I would like to call myself a true agilest, with the right balance of technical and functional capabilities.

Outside work, I love to explore new things and do anything for Adeline rush within my limits. My current interests are Motorcycle rides, YouTube Vlogging, skiing in winter. Apart from activities, I also like psychology, philosophy, leadership and mindfulness. As a side gig, I also do day/swing trading and working to build algo trading system lastly, I will also be ideating cool solutions for world problems.

Job

Objective

A role with a border scope of data problems where it is not just limited to reporting. I.e. using scientific methods to solve the problem to have a satisfaction of solving an impactful problem along with leadership opportunities.

Professional Synopsis

* Over 7 years of experience in amazon with its Leadership Principles ingrained.
* Designated as a Business intelligence engineer, have designed and build end to end data solutions from building the Database infrastructure to designing the tables to creating the self-serving dashboards for teams like RP, DG, COPS, Display ads, Sponsored Display and FP&A.
* Through simplification and automation saved more than 30 plus FTE manual work.
* A thorough professional with a proactive attitude, with big data and analytical skills, capable of thinking in and out of the box and generating new solutions and ideas along with the ability to analyses business practices, define and document optimal procedures or practices.
* Excellent knowledge of Advance SQL, ETL, Visualization tools, Excel, AWS services such as Redshift, S3, SNS and Athena.
* Can proficiently work with multiple stakeholders varying from Tech to Non-Tech teams to build Roadmaps and analytical solution.
* Excellent interpersonal, communication, and organizing skills with proven abilities of leading and motivating teams towards achieving organizational goals.

Tools and technologies

SQL, DDL, DML, Redshift, Hoot, Data net, S3, advance Excel, Quick sight, Microsoft suite

Python, VBA, MySQL, Athena, EDX, Psycopg2 & Boto3 lib, Hammerstone, EC2, Tableau, SharePoint Developer

ML Classification & regression, PowerShell, Sage Maker, Eider, Lambda, SQS, Kibana, GitHub

Team and projects

Display ads finance team

* Head CT Tool

Situation: There was no robust system to collect the inputs and store and display the data in an automated way for leadership on a daily basis.

Task: To have better system than excel tracking to track the headcount life cycle for entire Ads org.

Action: Created a SharePoint input forms to collect the manual information, created pipelines to bring in HR data stored them in Redshift and transferred the data with needed dimension into a table and used Quicksight to display the data.

Result: Head CT eliminates manual efforts saving ~50% bandwidth of one financial analyst in FP & A team along with a scalable solution, improved accuracy that will allow efficient headcount management for the fast-growing Advertising org which help in critical decisions of headcount investment.

* Sponsored Display Data solution

S: Sponsored Display product team didn’t had any infrastructure for automated reporting for WBR and MBR

T: The task was automated the reporting, so that it can ve reported to SVP in WBR

A: Worked with the Dev & product team to understand the data source for the product and business logics and created the needed data tables in redshift and created QuickSight dashboard for automated reporting

R: This helped Business, Finance and Dev team to have a better conversation and quick decision taking in the problem arears.

* Total Display dashboard suite.

S: Our SVP instructed to

* Forecasting Display revenue based on Expected incremental

HS3C

* RP Data solution
* COPS Data solution
* SEC Data solution

Restricted Products

* RP Report automation
* Self-Serving Reports
* ML classification support

Compliance Operations

* Data reporting for COPS
* Associate scorecards
* Op2 forecasting

Mentoring and training