**Shashank Shashishekhar Reddy**

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**Work Experience**

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| **Data Engineer | Kantar** | Apr 2020 - Apr 2022 |

• Built and optimized ETL pipelines using Apache Airflow and Apache Spark, integrating real-time data streaming with  
Apache Kafka and automating ETL tasks with AWS Lambda

• Applied machine learning models for sales predictions, leveraging metrics like ad interaction and conversion rates, and  
integrated data quality checks for data integrity across ingestion, transformation, and storage

• Developed scalable data transformation and enrichment processes with schema validation, error handling, and unit  
testing of individual pipeline components

• Created data workflows for internal modeling and delivered actionable insights for clients like ING Bank Australia, Itau  
Bank Brazil, Pandora UK, and Heineken Africa

• Designed forecasting models for holiday effects to optimize inventory, resulting in a 12% increase in holiday sales

• Implemented RBAC using AWS IAM to secure sensitive data and ensure GDPR and CCPA compliance

• Designed ROI models to optimize ad spend, increasing sales by 34%

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| **Data Engineer | Sparks Foundation** | Apr 2018 - Mar 2020 |

• Engineered ETL pipelines using Apache Airflow to handle large-scale integration of NOAA and NASA datasets,  
improving efficiency by 25% through parallel processing and error-handling mechanisms for fault tolerance

• Automated data transformation processes using Python and SQL, reducing manual intervention by 40%

• Collaborated with cross-functional teams to optimize PostgreSQL and MySQL database performance, resulting in a  
reduction in data retrieval times and a 20% reduction in processing time

• Developed real-time dashboards and visualizations, providing insights for stakeholders, including the implementation of  
a Star Schema to analyze NOAA Climate Data

• Applied AI models for predictive analytics to forecast extreme weather events and developed a recommendation  
system for NASA Earth Observation Data using collaborative filtering and neural networks

• Designed CI/CD pipelines using Jenkins and GitLab CI to automate ETL processes, including automated unit tests,  
Dockerized deployment of Apache Beam jobs, and continuous monitoring via CloudWatch

**Skills**

Python | PySpark | Airflow | Kafka | C++ | Java | JavaScript | API Design and Integration | Data Warehousing | AWS | Azure | GCP | SQL/NoSQL | PostgreSQL | MongoDB | Elastisearch | Spark | Hadoop | Bash | PyTorch | Scikit-learn | Keras | Delta Lake | MLOps | Big Data Tools | BigQuery | Snowflake | dbt | HDFS | Hive | Sqoop | Hbase | Terraform | Docker | Kubernetes | Jenkins | Prometheus | Grafana | Presto | Flume | Dask | CI/CD Pipelines | Power BI | GraphQL

**Academic Projects**

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| [**Your Own Cabs Analysis**](https://github.com/shnkreddy98/YourOwnCabsAnalysis) | Jan 2024 - May 2024 |

• Built scalable data pipelines to analyze booking and clickstream data for a cab service, ingesting data into Hadoop  
HDFS and AWS RDS via Sqoop, increasing throughput by 15%

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| [**Spar Nord Bank ETL**](https://github.com/shnkreddy98/SparNordBankETL) | Jan 2023 - May 2023 |

• Designed an ETL process to move transactional data from MySQL RDS to Amazon Redshift and performed data  
analysis to optimize ATM refill processes, reducing refilling costs by 20%

**Education**

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| Masters | Data Analytics | San Jose State University | Jan 2023 - Dec 2024 |

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| PG Diploma | Data Science | IIIT | Oct 2020 - Sep 2021 |

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| Bachelors | Computer Science | VTU | Aug 2016 - Jul 2020 |