SIVAIAH NAIDU

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PROFESSIONAL SUMMARY

Master's graduate in Data Science from SUNY Buffalo with comprehensive expertise in data engineering methodologies and advanced cloud technologies. With over 5 years of experience, I aim to utilize advanced data analytics and effective team leadership to foster innovation and drive growth.

SKILLS

Programming & Data Engineering: Python, Java, SQL, Spark, Databricks, Apache Beam, **Apache Flink**, Apache Airflow, **Kafka**, Kubernetes, Apache Beam and **Terraform**.

Cloud Technologies & Big Data: AWS, GCP, **Hadoop**, **Hive, Cassandra** and Snowflake.

Machine-Learning & Analytics: TensorFlow, **Pytorch, Keras,** NumPy and Pandas; Engineered predictive models and conducted advanced data analyses to support strategic decision-making.

Project Leadership & Collaboration: Spearheaded cross-functional teams, refined data processes, and integrated machine-learning solutions, resulting in significant business outcomes.

Certifications: Microsoft Certified Solution Architect: **SQL Database Administration**, Data Engineering on GCP-Coursera.

EXPERIENCE

NBCUniversal Media, LLC   New York, USA
Data Engineering Intern, DTC Peacock   June 2024 - Present
- Integrated **Tightlock API** code into current system, streamlining data transfer processes from **BigQuery** to **DV360** and **CM360**, realized a 30% reduction in transfer time while maintaining data consistency and security.
- Enhanced the migration process of over 250 data pipelines from Apache Airflow-BigQuery to **Databricks** and **Snowflake**. Increasing scalability, data processing efficiency by 40%, and reduced query response times by 25%.
- Streamlined data workflows and managed extensive datasets utilizing Apache Airflow, Databricks, Snowflake, **and Google Cloud Platform** tools, including **GCS** and **BigQuery.** Efficiently processing **over 1 TB of** user data daily.

EXL Services Pvt. Ltd   Bangalore, India
Senior Data Engineer   July 2021 - July 2023
- Served as a Data Engineer for a leading multinational telecommunications conglomerate in the USA, contributing to a popular streaming service. Implemented **Apache Airflow** and **Kubernetes** with Helm Chart on **GCP**.
- Owned Airflow and **Apache Beam** deployment linking ML and other teams, oversaw Airflow cluster and its Kubernetes deployment. facilitating smooth infrastructure operation and optimizing overall data pipeline performance by 50%.

BizAcuity Solutions Pvt. Ltd   Hyderabad, India
Senior Data Engineer   March 2020 - July 2021
- Collaborated closely with business teams to develop PySpark jobs using AWS Glue; created packages to extract data from **Hive** in EMR and transformed aggregate data into summary tables in **Redshift**.
- Explored various **AWS** services **EC2 instances**, **EMR clusters**, **Lambda functions**, Glue, Step functions, **EventBridge**, SNS services, and more to optimize data flow and revamp development workflow.

ETL Developer   July 2018 - March 2020
- **Led a team** of five in analyzing and implementing various optimizations to current configuration. Subsequently, focused on building an in-house BI tool for BizAcuity based on obtained results.
- Teamed with colleagues to design ETL packages using **Spark** and develop **Tableau** Dashboards, reducing data processing time by 30% and overhauling efficiency of Tableau visualizations and data reporting.

EDUCATION

- **Master of Professional Studies: Data Science and Applications -** University at Buffalo, SUNY, Aug 2023 - Dec 2024
  Relevant Coursework: Statistical Data Mining, Programming and Data Science Fundamentals, Probability and Data Analysis, Database Management Systems

- **Bachelor of Technology: Chemical Engineering -** Indian Institute of Technology (IIT-BHU), July 2014 – July 2018
  Accomplishments:
  1. Achieved a rank of 1036 out of 1.4 million candidates in highly competitive IIT-JEE entrance exam, demonstrating exceptional problem-solving skills and mastery of engineering fundamentals.
  2. Served as Secretary of Green Club, orchestrating approximately 80 events and raised environmental awareness among student body and promoted sustainability initiatives on campus.