Sivaiah Naidu Yerraganti

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EXPERIENCE

NBCUniversal – Peacock TV (Streaming platform)
New York, USA

Data Engineer — DTC Peacock Intern — DTC Peacock Cleanroom Team · June 2024 - September 2024

- Led a Proof of Concept integrating Tightlock API to optimize data transfer between BigQuery, DV360, and CM360, cutting transfer time by 30% while ensuring data integrity and security. Presented findings to senior stakeholders, demonstrating strong communication and collaboration skills.
- Migrated 100+ data pipelines from Apache Airflow-BigQuery to Databricks and Snowflake, boosting scalability by 40%. Conducted rigorous testing to support system upgrades, ensuring seamless deployment while following best practices for data analysis and governance.
- Designed and maintained scalable data pipelines processing 1TB+ of daily data, enhancing analytical capabilities. Optimized data models and improved accessibility for operations teams by leveraging Airflow, Databricks, Snowflake, and GCP (BigQuery, GCS).

EXL Services
Bangalore, India

Senior Data Engineer — Senior Consultant — DTC Peacock Cleanroom - EXL Team · July 2021 - July 2023

- Led a team of 4 data engineers, including hiring, to design and deploy high-performance data pipelines using Apache Airflow, Kubernetes (Helm Charts), and GCP. Optimized data modeling and warehousing strategies, enhancing self-serve analytics and bridging business needs with scalable automation solutions.
- Developed an automated GitHub PR approval system using a dynamic dataset and GCS-based Airflow DAG, increasing marketing use case throughput from 2-3 to 10-15 daily. Adapted quickly to evolving business requirements and optimized workflows in a fast-paced environment.
- Built audience analytics process flows leveraging Apache Airflow and Apache Beam, enabling real-time data insights for marketing teams. Created and maintained scalable machine learning models and reports across multiple hierarchies, improving cross-functional data accessibility and decision making.

BizAcuity Solutions
Hyderabad, India

Data Engineer — Software Engineer — BizAcuity Business Intelligence Team · July 2018 - July 2021

- Optimized PySpark batch and streaming workflows on AWS Glue, extracting data from Hive on EMR and aggregating it into Redshift. Applied advanced data modeling and warehousing, boosting query performance by 75% while ensuring data integrity.
- Built an internal BI tool integrating Snowflake, SQL, and Tableau visualizations, enhancing analytical models. Streamlined backend data models and query optimizations, reducing processing time by 30% and improving report generation efficiency.
- Developed scalable ETL pipelines using Apache Spark and Tableau Dashboards, automating data ingestion, predictive analytics, and KPI reporting. Applied data architecture best practices to improve business intelligence strategy.
- Worked with engineering, product, and operations team to deploy AWS-based big data solutions using EC2, Lambda, Step Functions, Glue, and SNS. Automated workflows, optimized data pipelines, and ensured high data quality, demonstrating strong cross functional collaboration.

TECHNICAL SKILLS

Languages: Python, SQL (T-SQL, PL/SQL, PostgreSQL, MySQL, Teradata), Scala, R, Java
Data Engineering & Big Data: Snowflake, Apache Airflow, Apache Spark, Apache Kafka, Databricks, Hadoop, GCP (BigQuery, Dataflow, GCS), AWS (Glue, Redshift), Azure Data Factory, SAP/S4 Data Structures
Computational Analysis & BI: Tableau, Business Objects, JMP, Matlab, SPSS, Pandas, NumPy, Statistical Analysis, Data Warehousing, ETL Pipelines, Data Lakes
DevOps & CI/CD: Docker, Terraform, Jenkins, Git, CI/CD Pipelines, Linux, Shell Scripting (Bash)
Certifications: Data Engineering on GCP (Coursera), Microsoft Certified Solution Architect (SQL Database Administration)

EDUCATION

University at Buffalo, SUNY
Buffalo, NY

Master's of Professional Studies: Data Science and Applications · Aug. 2023 – Dec 2024

Indian Institute of Technology (Banaras Hindu University), Varanasi
Uttar Pradesh, India

Associate's in Liberal Arts · July 2014 – July 2018