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, aiming 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, Terraform.
Cloud Technologies & Big Data: AWS, GCP,Azure, Hadoop, Hive, Cassandra, Snowflake.
Machine Learning & Analytics: TensorFlow, PyTorch, Keras, Deep Learning, Natural Language processing, NumPy, Pandas. Developed predictive models and conducted advanced data analyses to inform strategic decision-making.
Project Leadership & Collaboration: Led cross-functional teams, optimized data pipelines, and integrated machine learning solutions, driving impactful business results.
Certifications: Microsoft Certified Solution Architect (SQL Database Administration), Data Engineering on GCP (Coursera).

EXPERIENCE

NBCUniversal   New York, USA
Data Engineering Intern | DTC Peacock   June 2024 – Present
- Conducting a Proof of Concept for integrating Tightlock API to optimize data transfer between BigQuery, DV360, and CM360, achieving a 30% reduction in transfer time while maintaining data integrity and security.
- Spearheading the migration of 250+ data pipelines from Apache Airflow-BigQuery to Databricks and Snowflake**,** enhancing scalability and increasing data processing efficiency by 40**%**, resulting in a 25% reduction in query response times**.**
- Optimizing and maintaining large-scale data workflows processing 1TB+ of user data daily**,** leveraging tools such as Apache Airflow**,** Databricks**,** Snowflake**,** and Google Cloud Platform (GCS, BigQuery) to streamline data management processes and improve operational performance**.**

EXL Services   Bangalore, India
Senior Data Engineer |Cleanroom EXL Team   July 2021 - July 2023
- Engineered and deployed data pipelines using Apache Airflow, Kubernetes, and Google Cloud Platform (GCP), improving data processing efficiency by 50%.
- Led the implementation of Apache Airflow and Kubernetes (using Helm Charts) to automate large-scale data operations, resulting in significant performance improvements.
- Managed a team to develop an in-house training application for onboarding new employees, leveraging Terraform to automate user provisioning in Azure. Automated the creation of resources such as Azure Data Factory, Azure SQL etc.
- Composed an alternative to manual GitHub PR approval using a dynamic dataset and GCS-based airflow Dag, boosting productivity from 2-3 to 10-15 marketing use cases daily. Showcased problem-solving, analytical thinking, and creativity in process optimization.
- Developed audience analytics workflows using Apache Airflow and Apache Beam, improving data accessibility and processing efficiency for marketing teams. Presented workflows to non-technical stakeholders, ensuring cross-departmental alignment.

BizAcuity Solutions   Hyderabad, India
Data Engineer |Bizacuity Business Intelligence Team   July 2018 - July 2021
- Modeled and optimized PySpark jobs using AWS Glue, extracting data from Hive on EMR and aggregating it into Redshift, reducing data processing times significantly.
- Spearheaded a project to build an in-house BI tool that enhanced analytics capabilities, reducing data processing time by 30% and improving report generation efficiency.
- Designed and implemented ETL packages using Spark and Tableau Dashboards, streamlining data visualization and reducing manual reporting efforts.
- Collaborated with cross-functional teams to utilize AWS services including EC2, Lambda, Step Functions, Glue, and SNS, automating workflows and optimizing data pipelines.
- Contributed to building SSIS and ODI packages to support the ETL team in integrating various data sources and improving overall system performance.

EDUCATION

University at Buffalo, SUNY
Master of Professional Studies: Data Science and Applications   New York, US

Indian Institute of Technology (Banaras Hindu University), Varanasi
Bachelor of Technology: Chemical Engineering   Uttar Pradesh,India