

Venkata Sai Bharadwaj Velamakanni

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Professional Summary

Data Engineer and Analyst skilled in building scalable data pipelines (Kafka, Spark, Airflow) and optimizing ETL workflows, reducing latency by 50% and processing costs by 40%. Delivered \$3M+ in revenue impact through real-time pricing models and Tableau dashboards. Proven leader in driving data architecture projects and mentoring teams to solve business challenges.

Experience

Senior Data Engineer, BulkMagic – Jersey City, NJ

Jan 2025 – Present

- Led end-to-end design of a real-time pricing pipeline (Apache Kafka, Spark) that reduced data latency by 50% (2h → 1h), enabling dynamic price adjustments for **10M+ SKUs daily and driving 8% in revenue**.
- Redesigned 3+ ETL workflows in Airflow & AWS Glue, improving data processing efficiency by 40% (5h → 3h runtime) and **reducing cloud costs by \$18K/month while handling 1TB/day of pricing data**.
- Spearheaded architecture design for pricing models, royalty rewards, and payment systems, consolidating 5 siloed tools into a unified platform that **reduced processing errors by 25% and accelerated time-to-market by 3 weeks**.
- Managed a team of 4 engineers to build Tableau dashboards tracking customer behavior (e.g., market basket analysis via FP-Growth algorithms), **identifying \$100K+ in cross-sell opportunities** through association rule mining (NetworkX).

Business Analyst II (Graduate Teaching Assistant), CSUF – Fullerton, CA

Aug 2024 – Jan 2025

- Delivered graduate-level coursework on regression analysis, Monte Carlo simulations, and ARIMA forecasting, improving student test scores by 15%.
- Built 10+ interactive Excel models (Solver, Scenario Manager) simulating supply chain optimization and risk analysis, adopted by 90% of students for final projects.
- Led 2 workshops on advanced SQL techniques (CTEs, window functions), enabling 85% of students to pass LinkedIn SQL skill assessments within 4 weeks.

Data Analyst, Vistex – India

Feb 2022 – Dec 2022

- Implemented rebate programs in SAP SD for 2 enterprise clients (e.g., \$50M pharma account), **reducing manual reconciliation efforts by 30%** and ensuring 100% compliance with contractual terms.
- Developed real-time compensation dashboards in UKG (SQL, SAP HANA), **reducing payroll errors by 20% and saving HR teams 10+ hours/week** in reporting.
- Optimized eGTMS/GTMS cloud analytics pipelines, improving data accuracy by 35% and enabling **90% demo success rate for 3 clients, contributing to a 15% increase** in retention (\$4.2M preserved revenue).

Data Analyst, Suven Consultants – India

Jan 2021 – Sept 2021

- Built a Python/SQL clustering model (K-means, RFM analysis) that increased ad CTR by **25% for a retail client, driving \$0.5M in incremental quarterly sales**.
- Designed 5 Tableau dashboards tracking real-time ad spend/ROAS for a \$0.7M marketing campaign, **reducing budget overages by 15% and improving CPA by 18%**.
- Overhauled testing processes for 200+ ad creatives across Google/Facebook, boosting **conversion rates by 20% and saving 25 hours/week** in manual analysis.

Projects

MLOps End-to-End Machine Learning Pipeline for Fraud Detection

- Built a real-time fraud detection pipeline using Apache Kafka and PySpark, processing 2M+ transactions daily with 94% precision, reducing fraud losses by \$1.2M annually.
- Automated CI/CD workflows using Docker, Kubernetes, and Cloud Build, cutting deployment time by 70% and enabling seamless model updates in production.
- Deployed TensorFlow models on Google Kubernetes Engine (GKE) with 99.9% uptime, scaling to handle 2M+ predictions/day while reducing cloud costs by 30%.

Technologies

Python (Pandas, PySpark), SQL (PostgreSQL, MySQL), R, Apache Kafka, Spark, Databricks Airflow | AWS (S3, Glue, Lambda), Azure, Snowflake, Docker, Kubernetes, Alteryx | Tableau, Power BI, Git, CI/CD | SDLC, Agile, Kanban, SCRUM

Education

California State University, Fullerton, M.S. in Information Systems - Business Analytics

Jan 2023 – Dec 2024