

VIGNESH R

+91 86085 77937 | vignesh.datawhiz@gmail.com | Bengaluru, India | linkedin.com/in/vcky/

PROFESSIONAL SUMMARY

Versatile Data Wizard with rich tech experience, fuelled by deep passion for Data Technologies. Exploring opportunities in realms of **Data Analytics, Data Engineering & Data Science**.

SKILLS

AWS, Google Analytics, Google Cloud Platform, Hadoop, Jupyter, Business Analytics, Git, Airflow, NumPy, Pandas, Postgres, SQL, Tableau, Natural Language Processing (NLP), Python, Power BI, Data Analysis, Jenkins, Databricks, GCP, Cloud, Looker, Superset, PySpark, Mage, Data Analytics, Data Engineering, Data Modeling, ETL, Big Data, Analytics Automation, Apache Kafka, Excel, Jira, Data Governance, Data Catalogue, R, Data Visualization, Problem Solving, Machine Learning, Apache Hive

PROFESSIONAL EXPERIENCE

Infra.Market

Bengaluru, KA, India

Senior Data Analytics Engineer

June 2023 - Present

- » Data Engineering : Architect & construct scalable ETL pipelines & Data models, ensuring the seamless flow of data across various platforms
- » Data Analytics : I craft end-to-end dashboards, to distill complex datasets into actionable insights, empowering stakeholders to make informed decisions based on robust data foundations.
- » Leading & Mentoring a dedicated team, fostering a collaborative and high-performing environment

LinkedIn

Bengaluru, KA, India

Data Insights & Analytics Engineer

March 2022 - June 2023

- » Driving Scale for Platform Insights & Analytics : Intelligent Automation of Manual Analytics. Results of this work can be Client-ready Decks, Reports or PDF, Documents, generated within few clicks.
- » Tableau Dashboard Analytics : Built end-to-end Tableau Dashboards for visualising various business verticals insights like Education, SAAS etc., for various Sales folks across the globe. Generated succinct reports & clear visualisations to help existing Insights Analysts' time to focus on strategic projects
- » Sentiment Analytics, Marketing, Ad Analytics & Reporting scaling driving value of 1x to 100x, leveraging Advanced automation strategies for GTM

Citigroup

Chennai, TN, India

Specialist – Data Analytics

March 2021 - March 2022

- » Digital Analytics : Managed Paperless enrolments for Marketing Campaigns of existing customers, for Retail banking & Credit Card customers over and above managing BAU deliverables
- » Credit Cards - Loyalty assessment : Identify spending behaviour of customers within a specific portfolio to qualify them for the earn & burn campaigns

- » Routine analytics & impact assessment : Executing BAU deliverables to identify any outlier/pitfall in existing campaigns
- » Platform Migration - SAS codes into PySpark platform : Converting old static codes from SAS to PySpark Enterprise Analytics Platform, offering greater flexibility, less manual intervention & automating tedious manual efforts

Verizon Communications

Chennai, TN, India

Specialist – Data Science/Analytics

July 2019 - March 2021

- » Machine Learning - Post order Accessory Model : Predicted the likelihood of the customer to purchase a Mobile Phone accessory after placing an order & within 15 day window frame
- » Feed-card / Live Tiles - Optimisation + Analysis : Analytics on Personalisation & Prioritisation of the cards in Mobile App & Website
- » Sales/Marketing Retrospective Analytics : Measuring the effectiveness/impact of every campaign that is being done by Sales and Marketing team & provided effective recommendations to the Business
- » Effort Score Calculation : Heuristic model to effectively measure the struggles being experienced by the customer during the Customer Journey in digital touch points to helping in enhanced customer experience
- » Managing ad-hoc Requests : Handled various data-pull requests from several teams inside the organisations, to effectively contribute requesting team with Insights

EDUCATION

Sri Shakthi Institute of Engineering Technology

August 2015 - April 2019

Bachelor's, Computer Engineering

GPA: 7.3

CERTIFICATIONS

AWS Certified Solutions Architect

Java Full Stack Certification

Japanese Language