# VIGNESH R

+91 86085 77937 | vckiyer@gmail.com | Bengaluru, Karnataka, 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

Apache Hive, AWS, Computer Vision, Data Structures & Algorithms, Google Analytics, Google Cloud Platform, Hadoop, Jupyter, Business Analytics, Git, Airflow, MySQL, NLTK, NumPy, Pandas, Postgres, Pytorch, SQL, Tableau, Natural Language Processing (NLP), Python, Power BI, Digital Ocean, Data Analysis, Jenkins, JIRA, Databricks, Excel/Numbers/Sheets, GCP, Looker, Cloud, PySpark, Superset, Data Analytics, Data Engineering, Data Modeling, Big Data, Analytics, Automation, Apache Kafka, Data Governance, R, Data Visualization, Machine Learning, Apache Hive, Clickhouse, Problem-Solving, Data Catalog

## PROFESSIONAL EXPERIENCE

**Infra.Market**                                                                                 **Bengaluru, KA, India**
*Senior Data Analytics Engineer*                                                          *June 2023 - Present*
  » Data Engineering : Architected & constructed scalable ETL pipelines & Data models, ensuring the seamless flow of data across various platforms
  » Data Analytics : Crafted end-to-end dashboards, to distill complex datasets into actionable insights, empowering stakeholders to make informed decisions based on robust data foundations.
  » Lead & Mentored 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. (Saved 500 hours of Human Efforts)
  » 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 to exist Insights time to focus on strategic projects (Saved 200 hours of Human Efforts)
  » Scaled Sentiment Analytics, Marketing, Ad Analytics & Reporting 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 enrollments for Marketing Campaigns of existing customers, for Retail banking & Credit Card customers over and above managing BAU deliverables
  » Credit Cards - Loyalty assessment : Identified spending behavior of customers within a specific portfolio to qualify them for to earn & burn campaigns
  » Routine analytics & impact assessment : Executed BAU deliverables to identify any outlier/pitfall in existing campaigns

- » Platform Migration - SAS codes into PySpark platform : Converted 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**
*Data Scientist / Analyst*                                              *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 (Increased 7.2% secondary sales)
- » Feed-card / Live Tiles - Optimization + Analysis : Analytics on Personalization & Prioritization of the cards in Mobile App & Website (Enhanced 3% conversion rate)
- » Sales Retrospective Analytics : Measured 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 touchpoints to helping in enhanced customer experience
- » Managed 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