

# VIDUSHI GUPTA

Bangalore, Karnataka PIN - 560037

📞 7006369804 ✉ [vidushi1705@gmail.com](mailto:vidushi1705@gmail.com) 🔗 [linkedin.com/in/vidushi17gupta](https://www.linkedin.com/in/vidushi17gupta)

## Experience

### Swiggy

April 2021 – March 2024

Software Engineer 2

Bangalore, Karnataka

#### • Unified Order Management System:

- \* Designed and developed the Domain-Specific Language (DSL) platform, involving language architecture, DynamoDB storage implementation, and AWS State Machine creation for order flow invocation, contributing to an innovative Unified Order Management System(OMS). This new Unified OMS reduced the new business launch time by **75%**.
- \* Spearheaded **100%** migration of Instamart create and confirm order flows to new Unified Order Management System through phased rollouts. Collaborated cross-functionally to understand existing flows, define new workflows, and ensure comprehensive use case alignment. Developed asynchronous order confirmation flow which was adopted by other business lines and created data mapper for seamless data synchronization during migration phase.

#### • Instamart Search:

- \* Elevated the integration of user intent recognition into Instamart's search pipeline, leveraging intent at the retrieval layer to enhance precision without compromising recall. This elevated search experience resulted in significant improvements: 1400 increase in items Ordered Per Day (iOPD), 0.25 uplift in items Average Order Value (iAOV), and 0.02 point boost in Mean Reciprocal Rank (MRR).
- \* Implemented experimentation capability in Autosuggest system, utilizing separation of concern principle to enable homogeneous corpus and search template for each business line, resulting in a **20%** increase in Instamart Autosuggest adoption rate through tailored ranking experiments.

#### • Instamart:

- \* Successfully integrated Instamart discovery into Swiggy's Ads Platform, resulting in a **Rs 9** increase in order value within a three-month, optimizing ad slots based on product stock status, natural ranking, and ads ranking to maximize revenue.
- \* Introduced Dead Letter Queue functionality to the Payment Consumer, enabling effective handling of failed order confirmation events and facilitating root cause analysis. This helped in preventing **order loss of 2000** during an outage by replaying events, thus ensuring operational stability and resilience.
- \* Drove solutioning efforts and cross-functional collaboration to resolve missed refunds for failed orders stemming from UPI payments by introducing new state in order systems which led to **zero cases from 7%** and helped in regaining the customer trust and loyalty.

### AJIO

July 2019 – March 2021

Software Engineer 1

Bangalore, Karnataka

- **Flash Sale Microservice:** Developed highly scalable APIs and flow to handle order placements during 60-120 second flash sales with discounts up to 99.99%. Engineered system to seamlessly handle 500K concurrent users during peak sale periods
- **Gamification:** Implemented the admin panel which configures the games to be scheduled. Designed and built the APIs which let the users keep track of their rewards and send them notifications one day prior to the expiry date to increase the redemption ratio by 22%.
- **Tax Engine Microservice:** Involved in the development of APIs which help the internal teams to fetch the tax data. Additionally, worked on feature enhancement and performance optimization.

## Education

Birla Institute of Technology and Science, Pilani

Aug 2015 - Jul 2019

B.E. (Hons.) in Computer Science and Engineering.

## Technical Skills

**Languages:** Java, Golang, C, C++, Python, SQL

**Database:** RDBMS (PostgreSQL, MySQL), NoSQL (Redis, DynamoDB), Elastic Search

**Technologies:** Spring Boot, AWS, GRPC, Apache Kafka, Docker, Micro-service Architecture, Object Oriented Programming, Distributed Systems

## Achievements And Recognition

- Awarded Quarterly Most Valuable Player (Q3 2023) at Swiggy for leading the integration of user intent recognition into Instamart's search pipeline
- Received High Performance Award (Q4 2020) at Ajio for building Flash Sale capability.
- Gold Medalist and recipient of Certificate of Merit from the Education Minister of J&K for securing 1st position in Senior Secondary Examination.