

Eldhose John

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SUMMARY

Senior software engineer with an experience of 15 years, expertise in data modeling, data warehousing, data engineering and data reporting; passionate about helping companies dive deep into data.

EXPERIENCE

- **Sanghvi Beauty & Technologies** (aka **Good Glamm Group**) Remote
Senior Data Engineer *February 2022 - March 2024*
 - **Data modelling:** Developed order level and product level facts table which helped analysts and product managers to build their reports on top of it.
 - **Data warehousing:** Responsible for the day to day data-warehousing operations of the group companies under Good Glamm, with BigQuery as the primary data-warehouse.
 - **Data Pipelines:** Develop data pipelines using Apache Airflow, Google Cloud functions, Google SQL scheduler and StitchData from data sources like MongoDB, WebEngage, Branch, Adobe Analytics and Supply chain services.
 - **ETL Operations:** Develop, deploy and maintain ETL code using Python & SQL
 - **Data Visualisations:** Develop Google Looker Studio dashboards which give significant insights into business.
 - **Product level pricing:** Developed historical and daily snaps of product pricing dashboard, which give significant insights into product level stock performance.
 - **Supply chain performance:** Developed a system for supply chain performance; build modules which reports sales from different sources like B2C, B2B, Market place, offline, retail stores etc; setup pipelines and ETL data from various service platforms like MongoDB, Delhivery, Ginesys, Easycom and Vine Retail using Python & SQL.
 - **MongoDB to BigQuery Data Transfer Optimization:** Develop and maintain a module to reduce the bytes processed when loading large MongoDB tables to Google BigQuery.
 - **Cost Optimisation:** Implement various optimisation techniques and methodologies to reduce the data warehousing cost which helps keep the costs under control, reduced monthly costs from ₹1M to ₹300K
- **SpringRole** * (aka **SpringWorks**) Bangalore, India
Senior Software Engineer *July 2017 - April 2020*
 - **Media Source Performance:** Developed a reporting system that can optimise ads based on app installs and the revenue for a million-dollar media campaign.

- **Web & Mobile tracking** : Developed a device tracking system on top of Firebase and Google Analytics to track user events in the mobile and web app.
- **Tableau Dashboards**: Built Tableau visualisations and dashboards which give significant insights into business.
- **A/B Testing** : Setup tests to analyse the performance of funnels and its effect on various metrics.
- **Dataduct migration & utility library**: Migrated a AWS Data Pipeline wrapper sdk to Python 3. Also developed a utility library in Python to fasten the development process.
- **Data Warehousing & ETL**: Setup, schema design and management of Amazon Redshift and Google BigQuery. Responsible for the data architecture and end to end data operations, from sources like MongoDB, mobile apps and third party tools.
- **Funnel dropouts** : Identify potential customers who drop off from various order funnels.

- **Science Media India***

Bangalore, India

Senior Software Engineer

January 2016 - July 2017

- **Data warehousing**: Setup, schema design and management of Amazon Redshift; data imports from S3, RDS & DynamoDB.
- **Firehose streaming** : Setup, design and management of AWS Firehose. Built a custom project to automate Firehose operations.
- **Integration of Dataduct into ETL**: Researched and integrated dataduct to ETL process; reduced manual intervention and is able to scale to more than 200 pipelines; increased developer productivity and source code management.
- **Data Utility Project**: Built a python package from scratch leveraging reusable patterns to increase developer productivity.
- **Redshift Performance**: Employed various Redshift performance techniques which is able to reduce Redshift servers of dc1.large type from 35 to 27.
- **Redshift Spectrum**: Research and development of Redshift Spectrum and its integration into data warehouse using PARQUET compression technique, able to save 30% of space, helps to reduce the operating costs and frequent upgrades.
- **Campaign ETL**: Built a system to import & ETL advertiser & publisher campaigns every 15 minutes.
- **NoSQL Schema Migration**: Responsible for the schema migration of DynamoDB production database of one terabyte size.

- **Parenthesize Technologies***

Bangalore, India

Senior Software Engineer

September 2013 - December 2015

- **Mobile Ad Network**: Development, testing and integration of the publisher and advertiser modules of the Ad Networks ChirpAds & Playhaven using Python & Django framework.
- **Video Ads in Safari**: Built a plugin to transcode and play inline video ads in Safari mobile browser using ffmpeg & JavaScript
- **Analytics Dashboards**: Building analytics dashboards which show daily KPI's for an array of mobile apps.

- **Borget Solutions**

Mumbai, India

Senior Software Engineer

May 2010 - August 2013

- **Archive & Migration Platform:** Architected and developed a migration platform named JustMigrate to archive and migrate media and text from multiple social networks like Posterous, Tumblr, Facebook, Instagram & Flickr.
- **Social Shopping Mobile App :** Lead the development of a social location based sharing platform in iOS and Android. Built the complete backend & API's using Python and MongoDB.
- **Gmail Chat CRM :** Learned Python and built an XMPP based chat system which is able to send and receive messages which is able to replace the traditional CRM system.
- **SaaS CRM:** CRM having multi-tenant and multi-database functionality built on top of ASP.NET MVC & SQL Server.

- **Authentic Kerala**

Kochi, India

Founder & Principal Engineer

June 2008 - April 2010

- **Travel Platform:** Tour booking platform to enquire & book holiday packages - envisioned, designed and developed the entire platform using ASP.NET MVC, Web Forms & SQL Server.
- **Operator Dashboard :** Built a partner dashboard to list holiday packages and interact with customers.

- **Bayone Infotech**

Kochi, India

Software Engineer

September 2007 - May 2008

- **Messaging System:** Research and developed XMPP based messaging system, able to send and receive messages on Google chat.
- **Portfolio Management System :** Created models for portfolio management using ASP.NET Webforms - helps to track the price of various portfolios purchased by customers of Duff & Phelps.
- **Skanska Project Forecasting System :** Built a system to assess the construction cost and forecasting of expenses incurred in a large-scale construction work.

PROGRAMMING SKILLS

Python, SQL

Data Warehousing, Data modelling, Data Pipeline, Airflow

Looker, Tableau, Looker Studio

Google BigQuery, Redshift, Redshift Spectrum

Amazon Web Services, Google Cloud Platform

EDUCATION

Engineering degree in Computer Science (2003-2007)

Mar Athanasius College of Engineering,

Mahatma Gandhi University, India

PERSONAL PROFILE

Date of Birth: 15/10/1984

Sex: Male

Marital Status: Married

Nationality: Indian

* Due to structural changes in India operations, Science Inc. also known as SpringRole, Science Media India Pvt Ltd & Parenthesize Technologies.