

R.Rajkumar

DATABASE ASSOCIATE / ETL DEVELOPER

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PROFESSIONAL SUMMARY

Database Specialist with around 3 years of experience in database management and ETL development. Proficient in MySQL, MSSQL, and SSIS, skilled in SQL scripting, automating data workflows, and designing efficient pipelines. Dedicated to delivering accurate and scalable data solutions to support business operations.

PROFESSIONAL EXPERIENCE

NRoot Labs Pvt Ltd.

Jul 2024 - Oct 2024

Junior Technologist / ETL Developer

- Designed and implemented ETL pipelines using SSIS for efficient data extraction, transformation, and loading.
- Automated data integration workflows to streamline data movement and ensure timely updates across systems.
- Monitored scheduled ETL jobs, resolving failures promptly to minimize impact on business operations.
- Validated refreshed data on dashboards and proactively communicated updates to clients, ensuring data accuracy and reliability.

Brandidea Consultancy Pvt Ltd.

Dec 2021 - May 2024

Database Associate

- Managed and optimized MySQL and SQL Server databases, ensuring data accuracy, integrity, and high performance.
- Led data loading and ETL processes, automating workflows to streamline data integration and improve efficiency.
- Interacted with the CEO to address data corrections, identify data needs, and align data delivery with client requirements.
- Ensured data accuracy and consistency in Business Intelligence (BI) applications through regular data validation and quality checks.
- Developed and maintained SQL and PHP scripts for backend data integration, automating data flow and improving operational efficiency.
- Monitored and optimized database performance, resolving issues and minimizing downtime through query tuning and troubleshooting.
- Collaborated with cross-functional teams to ensure data alignment with business objectives and client specifications.
- Provided timely, accurate, and actionable reports to clients, driving data-driven decision-making.

PROJECTS

- **Region-Based Distribution Mapping:** Plotted and analyzed retailer and wholesaler locations in specific regions, such as schools, colleges, and hospitals, to optimize product distribution and sales strategies.
- **Granular Population Data Analysis:** Worked on population data at a granular level, from all-India to colony-specific details, enabling demographic-based decision-making.
- **Automobile and Hardware Store Insights:** Mapped the locations of automobile and hardware shops, analyzing shop size, footfall, store revenue, nearby competitors, and market potential.
- **Banking and NBFC Data Analytics:** Conducted detailed analysis of banking and NBFC data, including loans, bank locations, branches, head offices, and regional offices for strategic business planning.
- **Competitive SKU Package Analysis:** Evaluated SKU packages and competitive pricing strategies to identify gaps and optimize product offerings in diverse markets.
- **SubRD Recommendations and User Management:** Designed Sub-Regional Distribution (SubRD) strategies and implemented user management solutions for companies like Coca-Cola and Hindustan Unilever Ltd.
- **Revenue and Consumption Analysis:** Analyzed brand/category revenue, SKU pack performance, and consumption trends to drive actionable business insights across diversified domains.

EDUCATION

Bachelor of Engineering

Sep 2017 - Jul 2021

Electronics and Communication Engineering

MNM Jain Engineering College

TECHNICAL SKILLS

- MySQL / MSSQL
- Php (core), MS Excel, Python
- SQL Server Integration Services (SSIS)