

DEEBAK SIVAPRAKASAM

Technical Lead | Delivery & People Leadership

📍 Chennai, India

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Summary

“Accomplished Data Engineering and ETL Specialist with 11.10+ years of experience delivering scalable, cloud-based solutions and driving automation across supply chain and media domains. Proven track record in automation, cloud migration, and performance optimization using Spark, Python, and AWS”

- Experienced **Data Engineering and ETL Specialist** with over 11.10+ years of success in developing and delivering large-scale solutions across **Supply Chain Retail** and **Media** domains.
- Demonstrated expertise in **cloud migration, workflow automation**, and performance optimization using technologies such as SQL, Python, Spark, and Hadoop.
- Known for maintaining **zero SLA breaches**, providing **strong leadership**, and enhancing operational efficiency through strategic **automation** initiatives.

Skills

*“Technically proficient in Big Data and cloud ecosystems with hands-on expertise in **Spark (Scala)**, **HDFS**, **AWS**, **Airflow**, and containerization using **Docker/Kubernetes**. Proficient in **SQL**, **Python**, **BigQuery**, and **ETL tools**, with strong capabilities in data pipeline **optimization, cloud migration, and Agile project delivery** “*

- **Technical:** Databricks | SQL | Python | Pyspark | Spark | Hadoop | Apache Airflow | AWS | Linux/Unix | Shell Scripting | ETL Development | Tableau.
- **Data Engineering:** Cloud Migration | Data Pipeline Optimization | Performance Tuning | Data Modeling.
- **Management:** Project Delivery | Agile/Scrum Methodologies | Waterfall | Stakeholder Management | Team Leadership.

Professional Experience

“Demonstrates excellent collaboration, communication, and problem-solving abilities, with a proven track record of working effectively in cross-functional and globally distributed teams “

COMCAST INDIA ENGINEERING CENTER

Chennai, India

Senior Data Engineer

MAR 2020 – Present

“Led high-impact data engineering developments and delivery initiatives for Comcast’s Business Intelligence systems, driving critical project execution and large-scale automation efforts. Recognized for operational excellence and stakeholder satisfaction “

- Led the migration of ~110 data pipelines from HortonWorks Hadoop to a cloud-based Databricks environment on AWS.

- Transitioned Hive pipelines from Cloudera to Spark on Kubernetes, utilizing MinIO for on-prem storage and configuring Docker images and ConfigMaps for Spark deployment.
- Designed and developed a modular PySpark framework integrating Privacera authentication, AWS Glue triggers, Hive-to-Spark query conversion, and multi-source data ingestion via Presto.
- Architected and implemented multiple data pipelines and models to deliver insights to senior leadership dashboards.
- Deployed Apache Airflow on Docker to automate pipeline scheduling and orchestration.
- Converted Tableau refreshes to an event-driven model using the Tableau REST API, ensuring timely data availability.
- Managed and optimized jobs on a 1600-node HDP Hadoop cluster, ensuring efficient resource utilization.
- Built a Site Reliability application using Spark to monitor dashboard health and reliability.
- Delivered sprint-based data solutions in Agile environments, consistently meeting delivery goals.
- Improved pipeline performance by rewriting inefficient Sqoop and Hive scripts in Spark.
- Developed Spark JDBC ingestion scripts to pull data from diverse sources into the Hadoop ecosystem.

Notable Contributions

APR 2024-MAR 2025

- Developed and Delivered **20+ critical projects, 95 non-critical projects** with zero SLA breaches, maintaining **90%+ delivery SLA** and earning multiple performance excellence awards in a year.
- Managed a complex infrastructure of **19 DAGs, 110 workflows, 350+ scripts, and 90+ dashboards** accessed by **1,000+ users**.
- Spearheaded the **workflow migration** from Meld to Databricks, improving processing efficiency and maintainability.
- **Automated** essential ETL and reporting tasks, **significantly reducing manual effort and boosting operational efficiency**.

TATA CONSULTANCY SERVICES

Chennai, India

Software Engineer

Jun 2014 - Feb 2020

“Led backend development and data operations for global media analytics platforms, specializing in ETL pipeline design, UNIX scripting, and large-scale data processing for TV advertisement analytics.”

- Spearheaded backend workflows for the Monitor Plus Open Systems project, enabling efficient brand mapping and ad data processing.
- Directed backend delivery for the AdvIEWS platform, automating data ingestion with UNIX scripts to ensure timely and accurate data availability.
- Engineered robust ETL pipelines for Nielsen Catalina Solutions (NCS), supporting precise cross-channel advertisement reporting and analytics.
- Embraced new tools and frameworks to enhance performance and scalability of backend systems.

Notable Contributions

- Delivered scalable backend solutions for media analytics platforms, **optimizing ETL workflows** and data reliability.
- Adapted quickly to new tools and frameworks, enhancing system performance and **supporting seamless cross-functional collaboration.**

Education

BITS PILANI

Pilani, Rajasthan

Master of Technology in ; Major in Data Science

2021-2023

K S RANGASAMY COLLEGE OF TECHNOLOGY

Namakkal, Tamil Nadu

Bachelor of Engineering, Major in Computer Science

2009-2013

Career Milestones

- 🏆 **Award-Winning Performance:**
 - Received five Performance Excellence Awards for **critical developments**, outstanding leadership and successful project delivery. *[Comcast]*
 - Received two Performance Excellence Awards for supporting the **reliability** of the applications. *[TCS]*
- 🧑‍💻 **Technical Leadership:**
 - **Senior Technical Contributor** demonstrating **emerging leadership** through mentoring and strategic delivery.
 - Acted as Senior Developer/Technical/Delivery Lead, mentoring team members and driving the **execution of complex initiatives.**
- 📊 **Service Excellence:**
 - Maintained a **0% SLA miss rate** and consistently achieved **90%+ Delivery SLA**, demonstrating reliability under pressure.
 - Proactively identified and **resolved** potential delivery bottlenecks, ensuring **uninterrupted** service and high stakeholder satisfaction.
- 🚀 **Critical Project Delivery:**
 - **Successfully delivered** multiple high-priority projects on time, earning commendations from senior leadership.
 - Navigated **complex technical challenges** and shifting requirements with agility, ensuring consistent delivery of business-critical solutions.
- ⚙️ **Automation Strategist:**
 - Led automation efforts significantly reduced manual workload by 60%, improving operational efficiency.
 - Designed and implemented event-driven automation solutions, improving data availability and reducing latency across reporting systems.