

Yashwant Balaji

North Brunswick, NJ · 973-216-5657 · yashwantbalaji33@gmail.com

yashwantbalaji.com · linkedin.com/in/yashwant-balaji

Data engineer with 2+ years building production pipelines, transitioning into product analytics through Northeastern's MS Business Analytics program. Targeting analytics, product, and marketplace roles in sports, live commerce, and consumer.

EDUCATION

Northeastern University — D'Amore-McKim School of Business Boston, MA · Sep 2026 — May 2028

Master of Science, Business Analytics · Incoming, Fall 2026 · 18-month program with co-op

Rutgers University — School of Arts and Sciences New Brunswick, NJ · 2019 — 2023

Bachelor of Science, Computer Science · Minor in Entrepreneurship

PROFESSIONAL EXPERIENCE

Software Engineer, Data Migration · Bahwan Cybertek (Snowflake Partner) Natick, MA · Jul 2023 — May 2026

- Built and supported **10+ production data pipelines** migrating enterprise data into Snowflake using Azure Data Factory and Coalesce, with full lineage and documentation.
- Designed validation and reconciliation frameworks that reduced post-migration data issues by **~20%**, catching schema and join errors before they reached downstream dashboards.
- Built KPI tracking dashboards that shortened data issue detection cycles by **~35%** and gave stakeholders a single source of truth for migration status.
- Wrote complex SQL across multi-source pipelines, partnered with cross-functional teams on requirements gathering, and authored documentation that became onboarding material for new engineers.

Software Engineering Intern, Product Development · Magic Polygon Mount Kisco, NY · Jan — May 2023

- Contributed to early-stage product features in a Django + REST API stack, applying test-driven development with Python and shipping fixes on a fast sprint cadence.
- Wrote SQL queries to analyze user engagement and surface UX bottlenecks, with findings used to guide critical UI/UX improvements. Containerized development environments with Docker.

PORTFOLIO PROJECTS

Gametime Vault — Live Commerce Analytics Case Study Self-directed · 2026

Anonymized analytics case study using sports card live-commerce data from a friend-operated business, with permission. Python, pandas, Tableau.

- Diagnosed an **83% decline in profit-per-live-hour** over four months that was masked by 97% topline revenue growth — surfaced via stream-level margin and duration analysis.
- Identified a category mix imbalance: soccer streams consumed **34% of operating hours** but generated only **24% of profit**; recommended reallocation toward higher-margin baseball and basketball.
- Established a **3-hour duration floor** for profitability and a 3-5 hour profit-optimal window through bucketed efficiency analysis. Currently building a stream-level predictive model in Python.

Jersey Supply — Sneaker Community Analytics Case Study Self-directed · 2022 — 2023

Portfolio analysis examining engagement and retention in a friend-run 350+ member sneaker drop Discord community, with permission. Discord observation, Google Sheets framework. Non-commercial.

- Studied a friend-run sneaker community of **350+ members** over 11 months, building a Google Sheets analytics framework with **10+ formulas** across inventory tracking and member-activity tabs.
- Identified that growth was a retention problem disguised as acquisition — members who missed three consecutive alerts churned at sharply higher rates, suggesting alert reliability matters more than alert volume.
- Surfaced a content-cadence retention pattern: members who joined on the community's strongest content day stayed active at meaningfully higher rates than members who joined off-cadence.

TECHNICAL SKILLS

Data Engineering: Azure Data Factory · Snowflake · Coalesce · ETL/ELT design · data lineage

Querying & Analysis: SQL (advanced) · Python · pandas · Excel · data validation & reconciliation

Analytics & Visualization: Tableau · KPI dashboards · funnel & cohort analysis · A/B testing fundamentals

Development: Django · REST APIs · Docker · Git · GitHub

Currently building: Window functions & advanced SQL · Tableau Desktop Specialist (Jul 2026) · product analytics · A/B testing

CERTIFICATIONS & ACTIVITIES

Certifications: Snowflake SnowPro Core · Coalesce (Foundations & Advanced) — *Tableau Desktop Specialist (Jul 2026) · Google Data Analytics — both in progress*

Cricket: Minor League Cricket player · ex-Team USA U19 prospect · Warhawks · Indus CC · YPCC