

Shilpa Radhakrishnan

LEAD ANALYTICS ENGINEER

CONTACT

Toronto, ON, Canada

shilparad93@gmail.com

LinkedIn

github.com/rshilpa93

shilparadhakrishnan.ca

SKILLS

Analytics Engineering

dbt LookML ETL/ELT

Data Modeling

Warehousing

Snowflake Redshift Databricks

Languages

SQL Python

BI & Visualization

Looker Mixpanel Metabase

Cloud

AWS Lambda S3 Redshift

Analytics

ARR / LTV / CAC Attribution

Cohort Analysis A/B Testing

ICP Modeling

EDUCATION

B.E. Computer Science

Dayananda Sagar Academy of Technology and Management
Bengaluru, India · 2015

Analytics Engineer with **10+ years** building the data infrastructure companies run on. At North One, joined as the **first data hire** and architected the full analytics stack — pipelines, warehouse, BI layer, and Board-level metrics — from zero. Specialized in **Snowflake + dbt**, LookML data modeling, and translating complex systems into reliable insight at scale.

EXPERIENCE

North One

2020 – Present

Lead Analytics Engineer

Toronto, Canada

Fintech startup · Business banking for SMBs · First data hire

- ▶ **Built the analytics function from zero** — designed and deployed BI dashboards and production pipelines used by 30+ stakeholders across product, finance, growth, and the executive team.
- ▶ **Reduced query costs 70%, improved reliability ~60%** by leading the full warehouse migration from Redshift/Databricks to Snowflake/dbt, including rebuilding the complete data modeling layer.
- ▶ **Drove +10% retention and +8% acquisition** by designing and implementing the APY calculation model — establishing payout logic for a key customer-facing feature with accurate, scalable distribution.
- ▶ **Became source of truth for CEO, CFO, and Board** — owned company-level KPIs (ARR, LTV, CAC, Churn) and delivered Series B fundraising analytics.
- ▶ **Reduced operational noise 35%** by engineering Slack-based monitoring alerts and automated pipeline health checks for proactive issue detection.
- ▶ **Improved event tracking coverage 80%** by partnering with engineering to redesign instrumentation and reporting infrastructure.

Amazon

2018 – 2019

Lead Business Intelligence Engineer

Bengaluru, India

- ▶ **Reduced manual analyst effort ~80%** by developing Python automation scripts that replaced repetitive reporting workflows.
- ▶ **Built KPI reporting infrastructure** using Excel macro-based tools for ongoing business performance monitoring.
- ▶ **Trained 50+ analysts** in Python, SQL, and Excel — building durable internal analytics capability across the org.

Walmart · via Mu Sigma

2017 – 2018

Lead Data Analyst

Bengaluru, India

- ▶ **Increased crime detection potential 10x** by leading an ML-powered framework to classify violent tweet content with real-time, store-level location tagging.

- **Built supply chain intelligence** via a Twitter API integration monitoring feeds for real-time business signals.

Microsoft · via Mu Sigma

2015 – 2017

Data Analyst

Bengaluru, India

- **Improved Bing Ads performance 15%** through A/B testing campaigns and translating statistical results into engineering recommendations.
- **Accelerated executive decisions** by building structured presentations synthesizing KPI drivers for senior stakeholders.

ADDITIONAL

- **Mentorship:** Trained 50+ junior analysts across SQL, Looker, dashboarding, and problem-solving at Amazon, Walmart, and Microsoft.
- **Domain expertise:** Fintech (banking, APY, churn, LTV), retail (supply chain, threat intelligence), and ad tech (A/B testing, ROAS, attribution) across Fortune 500s and high-growth startups.
- **Portfolio:** Live analytics engineering projects at github.com/rshilpa93 — including a production dbt + DuckDB fintech warehouse and a Redshift → Snowflake migration playbook.