

YUDHISTHIR NUTHAKKI

Salesforce Data Engineer | SnapLogic Developer | CRMA (Tableau CRM) Specialist

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EXPERIENCE

Salesforce Data Engineer | SnapLogic Developer | CRMA (Tableau CRM) Specialist





Freedom Mortgage 📅 02/2022 - Present 📍 United States

- Designed and developed interactive **CRMA dashboards and lenses** for Sales, Service, and Marketing analytics using JSON. Created **custom visualizations** using **SAQL** and **Bindings** to deliver actionable insights for executive stakeholders.
- Implemented **faceting, global filters, and drill-downs** for dynamic user-driven analytics experiences.
- Designed and developed interactive **CRMA dashboards and lenses** for Sales, Service, and Marketing analytics using JSON and UI-based editors. Created **custom visualizations** using **SAQL** and **Bindings** to deliver actionable insights for executive stakeholders. Implemented **faceting, global filters, and drill-downs** for dynamic user-driven analytics experiences.
- Integrated CRMA with external systems (e.g., Snowflake, AWS S3, SAP) using **Connectors** and **Remote Data Sync**. Modeled data using **custom datasets, replicated objects, and augmented datasets** for cross-object analysis. Ensured data refresh accuracy and reliability through scheduled jobs and monitoring tools.
- Worked closely with business stakeholders to translate KPIs and metrics into **analytics stories** and dashboards. Delivered **training sessions** and documentation to enable self-service analytics across Sales and Operations teams. Conducted **requirement-gathering workshops** to define and prioritize reporting needs.
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- Proficient in **CRMA, SAQL, SOQL, Salesforce Lightning, and JSON Dashboard Configurations**. Experience with **Einstein Discovery** for predictive analytics and embedded AI in CRMA dashboards.
- Developed and maintained complex SnapLogic pipelines for ETL/ELT processes across cloud and on-premise systems. Designed reusable pipeline templates and Snap Packs to streamline data integration and reduce development time.
- Built high-performance data flows using SnapLogic Designer, managing large volumes of structured and unstructured data.
- Created and optimized pipeline parameters, expressions, and error-handling logic for robust and scalable integrations.
- Integrated data between Salesforce, Workday, ServiceNow, SAP, and other enterprise systems using SnapLogic connectors.
- Implemented REST and SOAP API integrations with external services using SnapLogic REST Snaps and custom scripting. Implemented version control and deployment strategies using Git and SnapLogic project export/import features. Performed data transformation, cleansing, and enrichment within SnapLogic using expression language and transformation Snaps.
- Designed and managed data pipelines for loading data into cloud data warehouses like Snowflake. Collaborated with business analysts and data architects to gather integration requirements and translate them into technical solutions. Documented pipeline designs, data flow diagrams, and configuration settings for ongoing support and knowledge sharing.

SUMMARY

Versatile and results-oriented **Salesforce Data & Analytics Consultant** with a strong background in **Salesforce development, CRM Analytics (CRMA/Tableau CRM), and enterprise data integration**. Experienced in designing and implementing end-to-end solutions involving **Salesforce Apex/Flows**, custom objects, and **data models**, while leveraging **SnapLogic** for seamless ETL/ELT integration across systems. Skilled in building dynamic CRMA dashboards using **SAQL, SOQL, and Dataflows**, and optimizing **Snowflake SQL** queries for advanced reporting and analytics. Adept at translating complex business requirements into scalable, data-driven solutions that support strategic decision-making across Sales, Marketing, and Operations.

KEY ACHIEVEMENTS

-  **Enhanced Data Integration**
Implemented data integration, improving efficiency by 30% using SnapLogic.
-  **Team Leadership Success**
Led a team of 5 developers to successfully implement 3 CRMA analytics projects.
-  **Streamlined ETL Processes**
Reduced data processing time by 25% through optimized ETL processes.
-  **Certification Achievement**
Achieved Salesforce analytics certification, enhancing data-driven decision-making skills.

CERTIFICATION

Salesforce Certified Data Cloud Consultant

Salesforce

Salesforce Certified AI Associate

Salesforce

Salesforce Certified Einstein Analytics and Discovery Consultant

Salesforce

Salesforce Certified Platform Developer I (WI19)

Salesforce

EXPERIENCE

CRMA and Discovery Developer

AT&T 03/2021 - 02/2022 Texas, United States

- Provide hands-on, expert level technical assistance to developers.
- Coaching and building high performing
- Development teams working on **Salesforce CRM Analytics** and AI/ML implementations.
- Worked on Data migration engagement migrating local Salesforce Data to **Snowflake** using **CRMA** sync out connector. Engaged in design and developing solutions involving building **data pipelines** for streaming unstructured data across legacy systems from salesforce platform.
- Designed framework and integration pipelines for building complex data visualizations on **CRM analytics** using **dataflows, recipes** involving data from internal and external sources such as **Amazon AWS, Snowflake** and **Oracle**.
- Perform code reviews and platform reviews to ensure best practices are followed for successful delivery.
- Designed and implemented a stable **CI/CD pipeline** to ensure code check-ins from multiple cross functional teams working on different salesforce sandboxes, using **MS Visual Studio, Code Cloud, github** and **Jenkins**. Worked extensively on **DevOps** activities using **Salesforce CLI, XML** and **JSON**, managing multiple sandboxes and leading deployment during releases. Collaborated with cross-functional teams to conduct comprehensive code reviews, ensuring code quality, security, and adherence to best practices.
- Undertook extensive customizations of dataflows and dashboards, including the development of complex dashboards using data bindings for enhanced data visualization.
- Worked with event logs to track and analyze system events and compliance-related data, contributing to the creation of compliance dashboards.
- Designed and implemented dashboards to identify duplicate records within the Salesforce data, enhancing data quality and accuracy.
- Implemented Einstein Discovery for predictive analytics and scoring in Salesforce, applying models like logistic regression and linear regression to cases like Lead Conversion, Win Probability, and Opportunity Scoring. Prepared data for Einstein Discovery, creating various stories and running models to address specific business problems and scenarios.
- Handled the unbiased Explanations, Predictions & Recommendations like Descriptive, Diagnostic, Predictive and Prescriptive on data analysis
- Use of Einstein Discovery to Maximize or Minimize one of the two outcome variable/field based on the supervised models like logistic regression, Linear regression.
- Actively participated in cross-functional team meetings, contributing to discussions on strategic business issues, prototyping, feature prioritization, agile processes, code reviews, and architecture decisions.
- Participate in cross-functional team meetings to address strategic business issues, including prototyping, feature prioritization, agile meetings, code review and architecture discussions.

CERTIFICATION

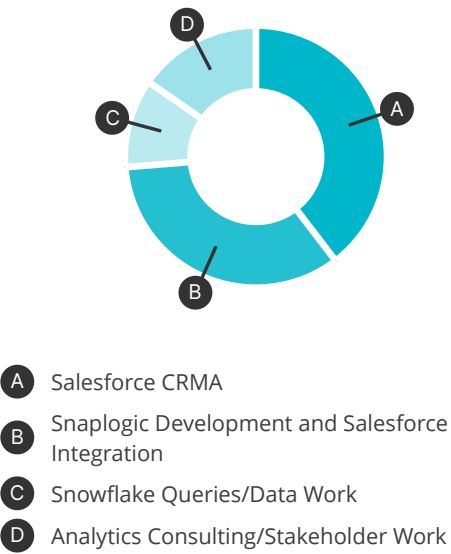
Salesforce Certified Administrator

Salesforce

SKILLS

Workable Solutions	Key Metrics
Requirements Gathering	Encryption
Data Models	
Salesforce Analytics Query Language (SAQL)	
Problem Solving	Analytical Skills
Data Science	Technical Specs
Lightning Web Components	
Data Analytics	Einstein Analytics
Salesforce.com Administration	
Certified Salesforce.com Developer	
Apex Programming	Apex Data Loader
Visualforce Pages	SQLJSON

CORE AREAS OF WORK



EDUCATION

Degree and Field of Study

Silicon Valley University

2015 - 2016

Salesforce Einstein Analytics and Discovery Consultant

RBC Wealth Management Financial Services Inc.

📅 11/2019 - 03/2021 📍 Greater Minneapolis-St. Paul Area

- Responsible for creating and maintaining Adoption Analytics, Event Monitoring, and Financial Services Cloud (FSP) applications within Salesforce Einstein.
- Utilized Informatica Cloud Services to develop mappings and task flows, facilitating the seamless flow of data from external systems into Salesforce and CRM Analytics.
- Played a key role in building CRM Analytics reports and collaborated with implementation teams to customize the default Salesforce user interface for enhanced user experience. Conducted extensive customizations on dataflows and dashboards to meet specific business requirements and optimize data visualization.
- Worked on configuring role hierarchies and security predicates in Einstein, ensuring data access and visibility align with organizational needs.
- Utilized Salesforce Sandboxes for thorough testing and quality assurance, then managed the migration of code to the deployment instance after testing.
- Designed and developed CRM Analytics recipes to transform and analyze data, enabling meaningful insights and actionable intelligence.
- Implemented data transformation logic within CRM Analytics recipes to clean, reshape, and prepare data for accurate reporting and visualization.
- Implemented advanced data binding techniques to enhance the interactivity and real-time nature of dashboards, allowing users to drill down into details effortlessly.
- Utilized CRM Analytics dashboards to present data in a visually compelling manner, making complex information easy to understand and act upon.
- Designed and created custom dashboards displaying real-time metrics, such as forecasts and revenue, to provide immediate insights for decision-making.
- Created Einstein Discovery Stories and deployed them to Salesforce sandboxes using write-back functionality, enhancing predictive analytics capabilities.
- Designed and created custom objects and fields tailored to the needs of the Financial Services Cloud (FSC) application.
- Worked on implementing Einstein Best Actions and Einstein Voice, enhancing Salesforce's intelligence and automation capabilities.
- Successfully implemented bulk actions to streamline processes and improve efficiency within the Salesforce environment.
- Developed a custom Salesforce application specifically designed for supervisors, providing them with the necessary tools and insights to manage their teams effectively.
- Demonstrated hands-on experience with Apex triggers, Apex classes, validation rules, workflows, process builders, and global actions to extend and automate Salesforce functionality. Created multiple custom objects, reports, dashboards, and page layouts to enhance data management and reporting capabilities.

Salesforce Consultant/Einstein Analytics Developer

Allegis Group

📅 11/2016 - 11/2019 📍 Baltimore, MD

- Worked on Roles, Profiles, Access Settings, Workflow Rules, Validations, creation and modification of fields and page layouts, upload of data.
- Worked extensively on Salesforce configuration, including roles, profiles, access settings, workflow rules, validations, field and page layout creation/modification, and data uploads.
- Customized standard objects like Accounts, Contacts, Leads, Opportunities, Activities, and others, as well as created custom objects with additional fields, layouts, record types, and validation rules. Also, worked on community development.
- Created and maintained the Event Monitoring App in Einstein, enabling comprehensive tracking and analysis of system events.
- Worked on Sales App and Snapshot Apps in Einstein, utilizing their features to enhance analytics and reporting capabilities.
- Developed mappings and task flows to facilitate data flow from external systems into Salesforce and CRM Analytics using Informatica Cloud Services.
- Built CRM Analytics reports and collaborated with implementation teams to customize the default Salesforce user interface for improved user experience.
- Conducted numerous customizations on dataflows and dashboards to meet specific project requirements, enhancing data visualization and analysis.
- Worked on configuring role hierarchies within Einstein, ensuring proper data access and visibility.
- Performed extensive GAP analysis to bridge the 'As-Is' and 'To-Be' conditions in the project, ensuring alignment with business needs.
- Created database objects, including tables, views, procedures, triggers, and functions using T-SQL, providing data structure and maintenance.
- Built and published customized interactive reports and dashboards using Tableau Server, enabling data-driven decision-making.
- Implemented security controls, set up login restrictions, reset user passwords, and configured row-level security and user filters to control data access.
- Developed custom objects, custom reports, and configured Analytical Snapshots for sales performance tracking and lead generation statistics.
- Managed subscriber data, performed imports, segmentations, and automation activities using Salesforce Marketing Cloud tools, including Automation Studio.
- Worked on data migration from databases to Salesforce using Data Loader, ensuring data accuracy and integrity. Contributed to Salesforce.com Service Cloud implementation projects, including Lightning, Wave Analytics, and Einstein functionality. Customized dashboards to track usage, productivity, and performance of business centers and sales teams. Leveraged Salesforce Sandboxes for testing and migrated code to the deployment instance after thorough testing. Designed custom dashboards displaying real-time metrics, including forecasts and revenue, to support decision-making.