

DURGA APSARA

Subject Matter Expert | MySQL Development | Web Data Mining & Transformation
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Summary

B.Tech graduate in Computer Science and Engineering with a solid foundation in technical operations and data analysis, and a track record of excellence at Amazon. Joined as a Catalog Lead in Sep 2020 and was promoted to Catalog Specialist II in Oct 2023. Currently expanding my expertise in Web Development, DBMS, and SQL. Passionate about technology, open to diverse roles in tech support or analysis and tech/non-tech operations. Always driven by curiosity and a hunger to learn and explore the latest in town.

Skills

Languages: HTML · CSS · JavaScript · Python · PHP · Java · C++ · C

Frameworks & Libraries: React.js · Node.js · Angular.js · Django · Express.js · Laravel

Styling Tools: Bootstrap · Tailwind CSS · Sass

API Handling: REST APIs · JSON · Axios

Databases: MySQL · MongoDB · PostgreSQL

Experience

Amazon Chennai, India
Subject Matter Expert 10/2023 - 03/2025

- As an SME, organized training sessions to address manual errors and partnered with internal Engineering teams to fix automation issues —resulting in an increase in image attribute coverage from 48% to 66%, and enriched product descriptions for 13% of ASINs created between Q4 2023 and Q1 2024.
- Trained, guided and onboarded 2 new hires while maintaining 95% extraction quality across teams through code reviews, peer knowledge transfers, and mentoring sessions. Streamlined internal team tracking by identifying process inefficiencies and proposing data-driven solutions to enhance overall team operations.
- Led a proof-of-concept pilot for the Variations project — a high-priority VP goal to fix broken variant groupings and create new ones in the Amazon catalog. Delivered accurate data for the 15 pilot websites. Collaborated with global catalog ops teams to achieve 99% accuracy, enabling the project to scale across all partnered brands.
- Managed a team of 6 to accelerate data extraction for 1.4K brands, focusing on catalog variation resolution. Designed a partner-approved SOP and trained a secondary team of 3 to format and deliver clean brand data in alignment with the ramp plan requested by the partner.
- Identified and documented process areas and SOPs suitable for automation, and collaborated with Engineering teams to automate the variation workflow — significantly reducing manual effort at scale.

Amazon Chennai, India
Tech Ops Associate 09/2020 - 09/2023

- Led the end-to-end execution of a pilot image crawl automation project (*focused on tagging existing ASINs with newly extracted data to enhance catalog accuracy*) contributing to strategy design and conducting UAT for a successful launch.
- Served as the Single Point of Contact (SPOC) for EDAC failures (*common blockers encountered during website onboarding for data extraction*) and resolved 7 out of 9 issues by collaborating with internal Engineering teams, unblocking 200+ websites between Aug–Oct 2022 and surpassing monthly targets.
- Led a team of four to conduct manual scraping for department attribute recovery under a self-drafted SOP, resulting in 142K incremental ASIN creation — 32% of the total ASINs created in Q1–Q2 2023, delivered within just 14 days.
- Performed UAT for Strong Key Normalization (*a project aimed at contributing genuine UPC codes*) in collaboration with Engineering teams to enhance and improve ASIN creation accuracy, troubleshoot data flow issues, and reduce workload (~0.1 hrs/brand). Authored SOPs for UPC configuration to ensure smooth implementation across the operations team.
- Oversaw data quality checks for 250+ brands during a priority brand business launch, leading 5 site trainers to ensure timely and accurate data delivery to stakeholders. Measured funnel loss across the same set of brands to identify automation gaps, contributing to a performance improvement from 57% to 76% in automation accuracy.
- Consistently maintained over 95% productivity in core crawling and scraping tasks while proactively engaging in key projects — striking a balance that supported my transition into a higher-impact role.
- Received two performance accolades: “Pure Performer” (Q3 2022) and “Extra Miler” (Q1 2023), in recognition of consistent excellence and going beyond role expectations.

Hewlett Packard Chennai, India
Android App Development Intern 06/2017

- Developed a basic Android app in Java (Android Studio) with three input screens to record user information and close upon submission.

Education

Loyola College Chennai, India
Master of Business Administration (Part-Time) in General Studies 2019 - 2021

SRM Institute of Science and Technology Chennai, India
Bachelor of Technology (B.Tech) in Computer Science and Engineering 2016 - 2019

Projects



Crowd-Based Profiling

Proposed a framework to detect psychological disorders in social media users by processing large-scale crowd-sourced data, identifying key linguistic patterns, and comparing them against datasets of diagnosed users. Generated sentiment scores to assess user's mental stability and implemented the solution using R language.



Automated Temperature and Humidity Monitoring System

Designed and developed a prototype environmental alert system using DHT11 sensors to detect drastic temperature and humidity changes. Integrated LCD for real-time output and implemented transmitter-receiver communication for alerts. Programmed the system using Raspberry Pi.



Smart Streetlight Control System

Built an automated street lighting system using ATmega8 microcontrollers, RTCs, PIR sensors, LDRs, LCDs, and LED arrays. Configured lights to operate based on sunlight intensity, motion detection, and predefined time intervals for energy-efficient control. Received faculty appreciation for the effectiveness of the real-time prototypes developed.

Interests



Prompt Engineering (AI/ML)

Developing the ability to craft effective, goal-oriented prompts for generative AI systems like ChatGPT and image models — exploring the intersection of creativity and computation.



Cloud Computing

Currently building foundational knowledge in cloud platforms to understand how scalable, secure applications are deployed and managed across distributed environments.



Cybersecurity Fundamentals

Exploring core principles of digital security, including risk identification, data protection, and system vulnerability assessments to stay ahead of modern cyber threats.



Design & Illustration

Creatively inclined towards transforming ideas into engaging visuals that communicate, spark interest, and enhance digital storytelling.



Video Editing

Enjoy editing everyday moments with a humorous twist — currently leveling up through creative courses. Curious to see if there's a full-scale professional editor waiting to emerge.



Space Research

Space tech, celestial missions, and the cosmos fuel my curiosity. With a quiet hope to contribute to something meaningful in the days ahead, I orbit it for now as a passionate explorer from afar.