Pappu Sah

Backend Developer · Data & Automation Engineer · Web Scraping Specialist

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PROFILE

Backend and automation engineer with **7+ years of experience** building the kind of systems that quietly keep e-commerce businesses running and growing. Most of that time has been spent at Honest Forwarder Technology, where I have had a hand in nearly every layer of the operation, from the pipelines that keep product data clean and current to the automation that gets the right products in front of the right customers on Google. The cumulative result has been meaningful: revenue has tripled, the active catalogue has grown more than threefold, and ad performance has improved by a similar margin, all without proportionally scaling the team or the budget. I work mainly in Python and SQL, web-scraping and have more recently added Databricks and Power BI to the mix. I am now looking to bring that experience to a team in Sweden, somewhere structured, technically serious and focused on building things that actually matter.

KEY ACHIEVEMENTS

- **Revenue impact:** Contributed to a 3x increase in monthly company revenue through improvements spanning data quality, logistics automation, guiding website optimisation and customer-facing tooling.
- **Google Ads performance:** Rebuilt campaign segmentation using NLP and regression models, resulting in more than three times the daily traffic within the same budget without an excessive increase in ad spending.
- **Catalogue growth:** Scaled active product listings more than threefold by introducing 36 new segment leaders and engineering a reusable pipeline architecture that allowed new suppliers to be onboarded in hours rather than weeks.
- **BI & analytics:** Designed and delivered a Power BI sales dashboard to track company growth trends, enabling faster data-driven decisions across departments.
- **System reliability:** Maintained 99.9% server uptime on Ubuntu/Linux infrastructure by proactively resolving MySQL locks, memory issues, and query bottlenecks.

PROFESSIONAL EXPERIENCE

Honest Forwarder Technology FZE

January 2021 – June 2026

IT Manager / Data & Automation Engineer

Kathmandu, Nepal

Data, Analytics & BI

- Built a Power BI dashboard to visualise and analyse company sales growth, giving leadership clear visibility into monthly revenue trends and product performance.
- Worked with Databricks for data processing and pipeline experimentation, gaining hands-on familiarity with the Lakehouse architecture.
- Designed and maintained MySQL schemas, implemented query optimisation, indexing strategies and cleanup scripts to support a dataset of 330k+ active products.

Google Ads & Marketing Automation

- Grew Google Ads daily clicks by 230%+ and achieved 400k daily impressions by rebuilding campaign segmentation with NLP classification and linear regression models.

- Automated daily performance reports and product rotation logic, cutting manual analysis time and reducing wasteful ad spend on underperforming listings.
- Built the Fighter Program, an internal tool using the Google Ads API to classify products with NLP and analyse the daily performance report, along with automatically rotating inventory in campaigns.
- Gathered competitor pricing via the Zenserp API and implemented dynamic pricing adjustments, improving click-through rates and product visibility on Google Shopping.

E-commerce & Logistics Automation

- Led backend automation for the company's full e-commerce workflow, managing product feeds, order processing and delivery partner integrations across 330k+ SKUs.
- Built a custom order management system connected to Google Sheets and email alert APIs, replacing manual tracking and covering over 200 active orders.
- Integrated APIs from multiple delivery partners for real-time shipment tracking, automated invoice generation and customer pre-alert notifications.
- Delivered a product volume recommendation system using regression models trained on historical shipping data, improving cost estimation accuracy for logistics planning.

Data Pipelines & Web Scraping

- Designed a reusable scraping framework built on Scrapy, Selenium, Splash, and Zyte, enabling rapid onboarding of new changes in suppliers' details and data sources.
- Cleaned and enriched multilingual product datasets using regex, translation APIs, and NLP-based keyword mapping to improve catalogue completeness and search performance.

Team & Infrastructure

- Led a small backend development team, defined priorities, provided technical guidance during implementation and performed final QA before production releases.
- Proposed and implemented system enhancements across the product and logistics stack based on ongoing performance monitoring and stakeholder feedback.
- Maintained Ubuntu/Linux servers on DigitalOcean, resolving high CPU/memory usage, zombie processes, blocking the bot/scraping tools/IPs and MySQL locks to ensure continuous availability.

Green IT Solutions Pvt. Ltd.

May 2019 – December 2020

Software Developer

Kathmandu, Nepal

- Customised and extended Odoo ERP modules for procurement, billing, tender management and tax compliance workflows across multiple client deployments.
- Built a centralised billing system integrated with Nepal's IRD tax authority, generating real-time VAT invoices, financial ledgers and audit journals.
- Streamlined sales and purchase order generation and reporting using Python automation scripts, improving turnaround time for dealer communications.

TECHNICAL SKILLS

Languages:	Python, SQL, JavaScript, Google Apps Script
Data & BI:	Power BI, Databricks, Pandas, Regex, NLP, Regression Modelling
Scraping & APIs:	Scrapy, Selenium, BeautifulSoup, Zyte/Splash, Proxy Rotation, REST APIs
Marketing Tech:	Google Ads API, Campaign Segmentation, ML-based Product Classification
Frameworks:	Odoo, Bootstrap, AJAX
Infrastructure:	Ubuntu/Linux, MySQL, DigitalOcean, GitLab CI/CD, Git
Other:	Google Sheets API, Email Automation, XML, HTML5, CSS3

SELECTED PROJECTS

Sales Growth Dashboard — Power BI
Designed an interactive Power BI dashboard to track and analyse monthly revenue growth, product performance by category and logistics KPIs. Used to support strategic decisions across the business.

Order Management System
Replaced manual order tracking with a Google Sheets-integrated backend, covering 200+ orders with automated status updates and delivery API sync.

Fighter Program — Google Ads ML Automation
Built an internal tool that collects campaign data via the Google Ads API, classifies products using ML and automatically rotates underperforming listings, a key driver of the 230%+ click growth.

Product Volume Recommendation System
Trained regression models on historical weight and dimension data to predict shipping volumes, reducing estimation errors in logistics planning.

Category Tracker — End-to-End ETL Pipeline
Designed and built a fully modular ETL system for collecting, validating and publishing product data from external sources into Google Ads. Onboarding a new data source requires only defining the categories and CSS selectors; the entire pipeline handles the rest automatically. The system is composed of four tightly integrated components:

- **Category Tracker:** Crawls all products from a source, follows pagination automatically, parses product details and variants, and auto-categorises each product against matched categories — with support for manual category guides on complex cases.
- **Validator:** Post-processing script that translates multilingual content, detects and normalises product dimensions, filters out irrelevant listings and performs data cleaning to ensure only quality records proceed.
- **Daily Tracker:** Scheduled job that monitors and updates stock availability and pricing for all tracked products on a daily basis, keeping catalogue data accurate without manual intervention.
- **Feed Generator:** Generates a Google Merchant-compliant product feed from validated data, making all processed products immediately available for Google Ads campaigns.

EDUCATION

B.E. in Computer Engineering *2014 – 2018*
IOE Purwanchal Campus, Dharan, Nepal

Diploma in Civil Engineering *2009 – 2012*
IOE Western Region Campus, Pokhara, Nepal

LANGUAGES

English	Professional working proficiency
Swedish	Beginner (actively learning)

CERTIFICATIONS & TOOLS

Google Ads API · Zyte Smart Proxy Middleware (Advanced) · Databricks (hands-on) · Power BI · Git / GitHub / GitLab · Google Sheets API