

# Apoorv Verma

## Data Analyst

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Dynamic Data Analyst with expertise in data-driven decision-making, predictive modeling, and performance optimization. Experienced in transforming complex data into actionable insights that inform high-level strategic decisions. Proficient in developing interactive dashboards, streamlining reporting workflows & data-driven solutions, and driving cross-functional collaboration. Adept at leveraging advanced analytics to support innovation across industries such as financial services, digital platforms, and risk management.

### EDUCATION

#### University of Illinois, Chicago, Illinois, USA

Master of Science (MS), Management Information Systems

May 2025

GPA-3.4/4

#### University of Petroleum and Energy Studies, Dehradun, India

Bachelor of Technology (B.Tech), Electronics & Communications Engineering

May 2022

GPA-3.7/4

### SKILLS

<b>Programming Languages &amp; Tools:</b>	Python, Java, R, Visual Studio, Git, Jira
<b>Database Technologies:</b>	SQL, NoSQL, SAP
<b>BI Tools &amp; Cloud Platforms:</b>	Tableau, Power BI, Snowflake, AWS, Google Cloud, Microsoft Azure
<b>Data Management:</b>	ETL development, Data Cleaning, Data Transformation, Data Modeling, Warehousing

### PROFESSIONAL EXPERIENCE

#### Juggernaut Syndicate Corporation | Phoenix, USA

Jan 2025 – May 2025

##### Data Analyst- Capstone Project | Project: PEGASUS Ride-Sharing Platform

- Engineered the ride-sharing platform using **FlutterFlow** and **MySQL**, achieving **80%** uptime, Leveraged AI-driven Vertical Agents for dynamic pricing, real-time synchronization, and analytics-driven decision-making, reducing ride-matching latency by **20%**.
- Designed user-centric features like multi-stop trips and secure payments, Introduced Pega, a custom currency system that optimized rewards distribution, eventually boosted retention by **25%** and built a Gemini API chatbot with custom response retrieval to enhance engagement.

#### Charlandra Consulting and Counseling Services | New Jersey, USA

Apr 2024 - Jul 2024

##### Data Analyst | Project: Video Publishing Optimization: Content Analysis and Platform Selection

- Performed comprehensive market analysis for video counseling services by identifying key stakeholders (OB/GYNs, psychiatrists, counselors, hospitals, clinics, influencers), mapping Hispanic trends, and analyzing video content performance using LLM, BERT models and sentiment analysis, to enhance audience targeting strategies.
- Optimized monetization by evaluating 3,000+ YouTube channels - assessing video traits, cost structures, and revenue potential—to boost effectiveness by 40%, leveraging **Java**, **SQLite**, **XAMPP** and **NLP** Models.

#### Splisys Consulting Pvt. Ltd. | Noida, India

Jan 2023 - Dec 2023

##### Data Analyst | Project: Emirates National Oil Company (ENOC)

- Coordinated the full project lifecycle from build to test Go-Live and post-Go-Live support, while integrating and configuring SAP IS-Oil & Gas modules (HPM, TD, TSW) with SD, MM, and QCI, streamlining operations by reducing manual effort by 40% and achieving over 80% accuracy benchmarks through cross-functional collaboration and RICEFW object validation.
- Developed HPM Quantity Conversion Interface, optimizing hydrocarbon inventory stats, enhancing accuracy by 30% using SAP QCI.

#### Defence Research and Development Organization (DRDO-SAG) | New Delhi, India

Nov 2020 - Feb 2021

##### Technical Consultant Intern

- Engineered a world map plotting system using OpenStreetMap and Python for real-time visualization and customization; implemented SQL-based geospatial management with PostgreSQL (PostGIS) and automated pipelines (OSMnx, GeoPandas, NetworkX, Matplotlib, SQL) that optimized data retrieval by 15% and refined shortest path algorithms for military navigation and analysis.
- Developed GIS-based security solutions for access control, threat assessment, and monitoring of classified defense locations, ensuring secure data handling and compliance with national protocols.

### PROJECTS EXPERIENCE

#### Delta Airline Operations and Competitor Analysis Using Tableau and Python

- Developed** interactive Tableau dashboards using 12+ months of flight data, resulting in visual insights on flight distribution, delays, cancellations, and route networks.
- Cleaned and processed** flight data using Python, resulting in extracted key metrics (dates, delays, distances) and enhanced network diagrams, geospatial maps, and **temporal visualizations** to identify peak travel and delay patterns.
- Performed competitor analysis using airline performance data, providing insights on Delta's efficiency (0.017% cancellations, 984K+ flights) and key hubs (ATL: 439K+ flights), **developed predictive models** that reduced departure delays by an average of **10.36** minutes.

#### Stock Market Analysis – Price Movement Prediction

- Developed predictive models for NIFTY-50 stock movements using Logistic Regression, SVM, and cross-validation, resulting in **93%** accuracy (Logistic Regression), 90% (SVM), and 98%+ class-wise accuracy for significant price changes (>4% gains, < -3% losses).
- Processed **470K+** instances from 52 companies with data cleaning, KNN imputation, feature engineering, and PCA (90% variance retained), boosting Naive Bayes accuracy from **47.5%** to **62.85%** while reducing dimensionality and multicollinearity.

#### Clustering & Classification of U.S. Health Data on Processed Food Consumption – Predictive Modeling

- Performed & evaluated exploratory and multivariate analysis on 91,000+ U.S. health records using Python to identify age, state, and disease correlations using K-Means and OPTICS clustering with Silhouette and Davies-Bouldin indices to quantify health impact trends.

#### TTMS Online Helpdesk System

- Designed and developed an online helpdesk platform using Python Flask, integrating AWS DynamoDB for scalable database management and creating user-friendly dashboards to visualize ticket statuses and performance metrics for enhanced transparency.

### CERTIFICATIONS

Cloud Foundations & Cloud Security Foundations; AWS Academy | **Data Analytics Training**; GeeksforGeeks, IBM | **Data Analysis with Spreadsheet and SQL & Data- Driven Decisions with Power BI**; UIUC | **Data Analysis with R Programming**; Google | **Data Analysis on Google Cloud**; Google