

Apoorv Verma

Data Analyst

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Strategic Data Analyst with expertise in data-driven decision-making, predictive modeling, and performance optimization. Proven ability to transform 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. Well-versed in 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

Relevant Coursework: Adv Database Management, Enterprise Application Development, Machine Learning & Statistics

Project Management, System Analysis Design

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

Programming Languages & Tools: Python, Java, R, Visual Studio, Git, Jira

Database Technologies: SQL, NoSQL, SAP

BI Tools & Cloud Platforms: Tableau, Power BI, Snowflake, Alteryx, AWS, Google Cloud, Microsoft Azure

Data Management: ETL development, Data Cleaning, Data Transformation, Data Modeling, Validation & 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 adaptive pricing, real-time synchronization, and analytics-driven decision-making, reducing ride-matching latency by **20%**.
- Crafted customer-oriented features like multi-stop trips and secure payments, Introduced Pega, a custom currency system that optimized rewards distribution, boosting 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, 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%.
- Structured HPM Quantity Conversion Interface, optimizing hydrocarbon inventory stats while enhancing accuracy by 30% using SAP QCI and achieving over 80% accuracy benchmarks through RICEFW object validation and cross-functional team collaboration.

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; implemented SQL-based geospatial management with PostgreSQL (PostGIS) and automated pipelines (OSMnx, GeoPandas, NetworkX, Matplotlib, SQL), optimizing 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 cohort analysis on Delta's performance data, providing descriptive statistics on efficiency (0.017% cancellations, 984K+ flights) and key hubs (ATL: 439K+ flights), **devised predictive models** that reduced departure delays by an average of **10.36** minutes.

Stock Market Analysis – Price Movement Prediction

- Formulated 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 using data cleaning A/B testing, KNN imputation and PCA (90% variance retained), boosting Naive Bayes accuracy from **47.5%** to **62.85%** while reducing dimensionality and eliminating redundancy.

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

- Evaluated & conducted 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.

Power BI Dashboard Development & Data Visualization Projects

- Utilized Power Query, advanced DAX calculations, slicers, drill-through navigation, and custom visuals to build user-friendly dashboards that revealed actionable insights across domains - **employee attrition patterns, product category performance, ride behavior trends, and global sports event metrics** enabling better KPI monitoring and improved stakeholder engagement.

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