

# Apoorv Verma

## Data Analyst

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### EDUCATION

#### University of Illinois Chicago (UIC)

Master of Science, Management Information Systems

Coursework: Adv Database Management, 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, Electronics & Communications Engineering

May 2022

GPA-3.7/4

### SKILLS

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

**Database Technologies:** MySQL, PostgreSQL, NoSQL, SAP

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

**Data Management:** ETL/ ELT development, Data Cleaning, Data Transformation, Data Modeling, Data Warehousing, Data Storytelling

### PROFESSIONAL EXPERIENCE

#### Juggernaut Syndicate Corporation | Phoenix, USA

Jan 2025 - May 2025

Data Analyst / Project: Pegasus: Data-Driven Smart Ride-Sharing Platform

- Engineered ETL architecture of ride-sharing platform using **FlutterFlow** and **MySQL**, achieving **80%** uptime, leveraged AI-driven Vertical agents for adaptive pricing, real-time synchronization and analytics-driven decisions, reducing ride-matching latency by **20%**.
- Crafted customer-oriented features like multi-stop trips and secure payments, Introduced Pega, (custom currency) to optimize 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 Analytics Pipeline: Content Performance & Platform Strategy

- Developed a **Data pipeline** to analyze large datasets of video counseling content by identifying key stakeholders and tracked video content performance by applying **LLM, BERT models and sentiment analysis**, to refine audience targeting strategies.
- Optimized monetization by quantitatively evaluating 3,000+ YouTube channels - assessing video traits, cost structures and revenue models, boosting 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 data workflow 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 **80% validation benchmarks** through cross-functional collaboration and RICEFW based data quality checks.

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

Nov 2020 - Feb 2021

Technical Consultant

- Built a **geospatial data integration framework** using OpenStreetMap and Python for real-time visualization; implemented SQL-based geospatial management with PostgreSQL (PostGIS) and deployed pipelines (OSMnx, GeoPandas, NetworkX, Matplotlib, SQL), optimizing **data retrieval by 15%** and refined shortest path algorithms for military navigation and analysis.
- Designed GIS-based data 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 datasets 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.
- Conducted 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, 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

- Leveraged 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

Data Analytics Professional; Google | Data Analytics Training; IBM | Data Analysis with Spreadsheet and SQL; Meta | Data- Driven Decisions with Power BI; UIUC | Data Analysis on Google Cloud; Google