

Aditya Singla

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Summary — Results-driven Business Analyst with 1+ years of experience in systems development, data analytics, and stakeholder collaboration at Apollo 24—7. Proven expertise in SQL database management, requirements gathering, and process optimization that recovered 100 crore through automated systems. Demonstrated ability to translate complex data into actionable insights and drive cross-functional collaboration for strategic business growth.

Skills

Technical	BigQuery SQL, Python, Tableau, Advanced Excel	Business	Requirements Gathering, Process Optimization
Analytics	ETL Pipelines, Data Modeling, KPI Development	Industries	Healthcare Analytics, Pharmaceutical Sales
Tools	VBA, Power Query, Jenkins, Looker	Leadership	Cross-functional Collaboration, Technical Mentoring

Experience

Apollo 24—7, Gurgaon Sept 2024 – Present
Business Analyst, Growth and Marketing Department

Data Pipeline & Analytics

- Built and maintained 5 critical data pipelines processing 200+ GB of daily healthcare transaction data, reducing reporting lag from 48 hours to near real-time
- Developed 100+ automated BigQuery SQL ETL processes that decreased manual data preparation time by 65%
- Created Python scripts and VBA macros that automated 20+ weekly reporting workflows, reducing preparation time from 16 hours to 2 hours while decreasing error rates by 90%

Financial Impact & Revenue Recovery

- Designed and implemented financial reconciliation models that identified and recovered 18 crore in unbilled revenue (60% of 30 crore potential), increasing quarterly profits by 12%
- Established manual processes with external partners that revealed revenue channels worth 1-2 crore every month
- Analyzed customer journey data for insurance products, identifying 3 key conversion bottlenecks that increased conversion rates by 27% and generated additional monthly revenue of 35 lakh

Strategic Analysis & Leadership

- Provided strategic financial growth analysis and marketing insights for corporate partnership accounts
- Built real-time dashboards (Looker, Tableau, Excel) to track KPIs, sales, and marketing performance
- Guided team interns through complex data processes, reinforcing technical foundations while elevating team capabilities

Apollo 24—7, Gurgaon Feb 2024 – Sept 2024
Trainee - Data Analyst, Business Intelligence and Analytics

- Engineered comprehensive funnel dashboards for Pharma and Diagnostic business lines visualizing complete user journeys, identifying critical conversion bottlenecks in businesses generating 6-7 crore daily revenue
- Automated data pipelines with Python and Jenkins, improving data freshness and query efficiency
- Collaborated with 4 cross-functional teams to develop KPI tracking systems that consolidated previously siloed data
- Reduced data processing time by 40% through automation initiatives

Education

Thapar Institute of Engineering & Technology, Patiala <i>Bachelor of Engineering - Electronics and Communication</i>	2020 – 2024
Mayo International School, Delhi <i>AISSCE (Class XII) - Science with Computer Science - 93.8%</i>	2020
Delhi Public School Vasundhara, Ghaziabad <i>AISSCE (Class X) - 90%</i>	2018

Certifications

Google Cloud & Business Intelligence

- Foundations of Business Intelligence - Completed April 2025, Credential ID: CT76FF0TEIMP
- The Path to Insights: Data Models and Pipelines - Completed May 2025, Credential ID: YFI8O3S4LVC4

Data Analytics & Visualization

- SQL Bootcamp (Udemy) - Completed Feb 2024, Credential ID: UC-91ca4d95-fe5d-4722-9c9b-c4da03d7a925
- Advanced Tableau Visualization (Udemy) - Completed May 2024, Credential ID: UC-8e16363f-9424-4d98-b661-49dcd4323674

Project Management

- Project Management Fundamentals (NASBA) - Completed August 2023, 4 CPE hours, ID: 87a22df9233091f2d003lccb16671b93c85fd339af83d22457b6ffa32elbbd8f

Projects

P2P Energy Trading Platform

Feb 2023 – Nov 2023

Capstone Project - Data Analysis & Business Case Development

- Conducted market analysis of energy distribution challenges, quantifying 50 crore annual economic impact from electricity shortages in target regions
- Analyzed usage patterns from 50+ IoT devices to optimize trading algorithms, resulting in 30% more efficient energy distribution
- Developed business case and ROI projection showing 3-year path to profitability, securing project approval from faculty panel

IoT Home Automation System

Feb 2023 – Nov 2023

Course Project - Resource Optimization & Business Intelligence

- Designed IoT monitoring system to track real-time appliance usage and power consumption patterns
- Developed energy-efficient algorithms demonstrating 25-30% cost savings potential through data-driven automation
- Performed resource optimization analysis using business intelligence methodologies

Leadership & Achievements

ECHOES - Student Publication, TIET

2022 – 2023

Head of Photography, Videography & Illustrations Department

- Led team of 50 students covering latest events and activities around college
- Managed recruitment and training of new team members annually
- Coordinated visual content creation for college's premier student publication

Sports Achievements

- Silver Medalist - 4X100 Relay, URJA Sports Festival
- Silver Medalist - Inter-Year Football Tournament, TIET