

# Apurv Jain

## Data Analyst

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<https://github.com/appu03>

## Education

- Executive Management in Strategic Innovation, Digital Transformation and Business Analytics - IIT Delhi
- PG Diploma in Data Science – IIT Bangalore
- B.E. Marine Engineering – M.E.R.I Kolkata

## Technical Skills

- Data Analytics and Statistics
- Business Analysis
- Machine Learning
- Report Generation
- Predictive Analytics
- Market Analytics
- Customer Analytics
- Business Intelligence
- Campaign Analytics
- PPC & CPC
- Google Ads
- Digital Marketing

## Soft Skills

- Problem-Solving
- Communication
- Critical Thinking
- Attention to detail
- Adaptability
- Time Management
- Critical Thinking

## Certifications

- Meta Marketing Analytics – Coursera
- Tableau Visual Best Practices – Analytics Vidya

Data Analyst with 4+ years of experience in data-driven strategic decision-making. Proficient in Python, SQL, and AI/ML for advanced analysis and predictive modelling. Skilled in creating visualizations and dashboards with Power BI and Tableau. Proven ability to transform complex data into actionable insights for business growth and process optimization.

## Professional Experience

### Business Analyst | Lenovo (E-commerce) - Contractual

Nov'23–May'24

- Leveraged Adobe Analytics to conduct in depth web Analytics** of traffic patterns, user behavior, and conversion funnels to identify areas for optimization using, leading to a 10% increase in average session duration.
- Collaborated with the marketing team** to implement targeted optimization strategies, resulting in a 8% decrease in the bounce rate
- Conducted hyper-parameter tuning and cross-validation** to optimize the demand forecasting model, achieving a reduction in MAPE by 6%.
- Generated insightful visualizations** with Matplotlib and Seaborn to analyze sales data to compare performance across multiple markets against last year's metrics.

### Business Analyst | Landmark Group (Retail Analytics)

Jan'23--Aug'23

- Built an RFM-based churn prediction model** to identify at-risk customers, leading to an approximate 8% reduction in churn rate through enhanced retention strategies.
- Developed a Sentiment Analysis model** to identify emerging trends and opportunities for product enhancement, improving the average customer rating from 2.5 to 4.
- Implemented and managed Google Analytics** for comprehensive digital analytics, resulting in a 20% increase in website traffic through data-driven search engine optimization (SEO) and strategic marketing initiatives.
- Generated business intelligence reports** through the Power BI dashboard, assisting stakeholders in strategic and critical decision-making.

### Sr Data Analyst | Zigna Analytics (Retail Analytics) - Contractual Aug'22- Nov '22

- Conducted market basket analysis** using association modeling rules (Apriori ) to identify product associations and cross-sell opportunities.
- Further used the results** to enable targeted promotions by identifying product pairs frequently bought together, resulting in a 10% increase in promotional sales.
- Applied topic modelling algorithms** to discover hidden trends helping understand sentiments and preferences and increase market share by 12%.

### Project Engineer | Alpha Ori Technology (Shipping and Logistics)

Dec'20 – Aug'22

- Worked on Regression models** to anticipate maintenance needs and optimize ship schedules, resulting in a 10% reduction in maintenance costs and equipment failure.
- Conducted market research** to identify emerging trends and opportunities in the maritime industry, enabling the company to seize new business prospect
- Utilized AWS S3 data to aggregate and analyze** ship data, increasing operational efficiency and identifying cost-saving opportunities.

### Application Developer | V.G.T Tech (Education)

Nov'18 - Jul'20

- Guided students** in developing regression and classification models utilizing Numpy, Pandas, Matplotlib, Scikit-learn, and Neural Networks
- Instructed students** on statistics and ML algorithms, including linear and logistic regression, XGBoost, SVM, clustering, and other unsupervised learning techniques.
- Assisted students** in conducting qualitative and quantitative research and applying mathematical techniques to develop scientific solutions.