

Gagan Verma

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Education

Vellore Institute of Technology, Bhopal

B.Tech. Computer Science and Engineering (AI & ML)

2021 - 2025

GPA: 8.1

Technologies

Languages: Java, Python, R, SQL, Excel

Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn

Data Tools: Power BI, Tableau, Qlik Sense, Jira

Other Skills: Data Cleaning, ETL, Web Scraping (BeautifulSoup, Requests), Git, GitHub

Experience

Business Analyst Intern

April 2024 – July 2024

The SmartBridge

Remote

- **Increased sales target achievement from 59.83% to 76%** by identifying under-performing segments and implementing targeted marketing strategies.
- Improved supply chain efficiency and reduced processing delays, **resulting in a 12% gain in profitability.**
- **Reduced late shipments by 18%**, improving on-time delivery rates through streamlined logistics and warehouse management
- **Boosted regional profitability by 9%** by identifying high-potential markets and implementing localized pricing strategies.

Projects

Customer Churn Analysis

[Link](#) 

- **Cleaned and preprocessed 7,045 customer records** by handling missing values, removing duplicates, and standardizing formats to ensure data accuracy.
- **Identified key churn drivers: month-to-month contracts (42% churn), electronic check payments (45% churn), and short-tenure customers with 50% churn** within the first year.
- Developed visualizations to analyze churn trends by contract type, payment method, and tenure; **found higher churn among Fiber Optic users (30%) versus DSL users (20%)**, highlighting potential service quality issues.

Bank Loan Analysis Dashboard

[Link](#) 

- **Processed, organized, and cleaned a raw dataset of 38.9K rows and 24 columns** to ensure high data quality and reliability prior to the dashboard design phase.
- Developed a Power BI dashboard to monitor total loan applications (38.58K), funded amount (\$435.8M), and received amount (\$473.1M), including MTD and MoM trends.
- Visualized insights by loan term, state, purpose and employee duration **highlighted 86.18% good loan rate and revealed that 60-month loans accounted for 62.65% of total funding.**
- Enabled decision-making by comparing loan statuses and **analyzing metrics like interest rate (12.05%) and DTI (13.33%)** through interactive filters and slicers

Certifications

- Google Data Analytics Professional Certificate
- Data Analytics Job Simulation by Deloitte
- Applied Machine Learning in Python by University of Michigan

[Link](#) 

[Link](#) 

[Link](#) 

Additional

- Fluent in English and Hindi