# **Apoorv Rami**

**Name**: Mr. Apoorv N Rami **Mobile:** 94095 18335

**Residence:**

Paldi, **Email:** [apoorvrami@gmail.com](mailto:apoorvrami@gmail.com)

Ahmedabad, India **Passport No:** K0970373

**Linked in**: [in.linkedin.com/pub/apoorv-rami/a/ba6/199/](http://in.linkedin.com/pub/apoorv-rami/a/ba6/199/" \o "View public profile)

**Profile & Skills:**

|  |  |  |  |
| --- | --- | --- | --- |
| **IT** | **Market Research** | **Data Analysis & Consulting** | **Sales & BD** |
| Programming & Testing | Survey Programming in Confirm-IT, NEBU | Data Collection & Reporting Analyst | Direct Sales of Financial Products & Fixed income Securities |
| DB Programming & SQL scripts | Survey Data collection & Live stats reporting | Understanding Reporting Requirements at various stages of Analytics Process | Investment Portfolio Manager |
| Data processing, creating data sub-sets, working on diverse Data formats & DB platforms | Report writing in Web & offline | Generating data-marts | Independent Financial Advisor |
| SDLC | SPSS, SAS Base | Developing automated tools in Excel VBA for automation of reporting Process | BD for CRM & Payroll softwares |
| Project Management & TL | Sample Management | Segmentation studies for Customer Profiling |  |
|  | Survey Quota Management | Co-ordination with Data analysts & Technical support teams (both off-shore & on-shore) for Reporting Automantion Projects |  |

**Objective:**

I look forward to work for organizations where business decisions are made from analyzing operational data. I look for playing a pivotal role in core processes which adds business value.

***Academic Qualifications:***

Bachelor of Commerce from Mumbai University, 1999 – IInd class.

***Professional Qualifications:***

Advance Diploma in Information technology from C-DAC in MET, Mar2000 – 69%.

PG Diploma in Cyberlaws from J C College of Law, Mumbai, Aug2007

AMFI Mutual Funds(Basic) certified as on 16Mar2009 – 79%.

AMFI Mutual Funds(Advisor) certified as on 15May2009 – 92%.

SAS programming certification from GEIS India in May2011

Certified Data Analyst from Academy for Decision Science Ahmedabad([www.ADSA.in](http://www.ADSA.in)) in May2012

***Professional Work Experience:***

**Total Exp:** 12 years

|  |  |  |
| --- | --- | --- |
| **Company & Designation** | **Job Profile** | **Projects & Achievements** |
| **IQR Analytics Pvt. Ltd.,** Ahmedabad as **Reporting Analyst** for **1.5 yrs** | Managing Reporting Requirements in Data Analytics Process | I have been part of around **15 Analytics projects**. Have understood Reporting requirements, data sources & incorporated Report writing process weekly/monthly/quarterly |
| For Monthly Reporting processes, I could conceptualize the output & also worked on automated of the same. It did a great Business value add by saving Analysts time |
| Reporting projects in Campaign Management / Portfolio Analytics / Performance Analytics / SAS Base / Score card Development in BFSI domain |
| Data Processing, Data staging ETL | Data processing in Excel, MS SQL server 2008, SSIS, SSRS for Data staging & Transfer |
| Excel VBA programming | Developed Reporting Tools in Excel VBA which automates the entire reporting process. |
| Co-ordinating with Data Analysts, Engagement Managers & on-shore team for testing the automation tools in with real data. |
| Taking part in Client calls for Demo of the Automation tools & resolving issues & problems faced |
| SQL programming | Understanding DB at clients end & working on SQL scripts for Data Extraction |
| Coding & Debugging SQL scripts & SQL stored Procedures for Data Extraction & creating Data-marts |
| Have been part of onshore team for implementing SQL scripts for extracting Cards transactional data |
| Marketing Analytics – analyzing marketing & sales data for Performance & Lead Management reports. |

In the past I have also worked with marketing Research companies like **IMRB International** as a **Surveying Consultant**

Also, I am an **Independent Financial Advisor** with **JM Financial Services Pvt. Ltd.** since Mar2009

**Company:** Cross-Tab Marketing Services Pvt. Ltd. As **Sr Survey Developer, TL** for **1.2 years**

**Job Profile:**

* Managing online panel operations, which includes sample management, selecting target groups from the panel, scheduling email invites to them, analyzing the response rates & achieving the specified target for each project.
* Monitoring survey status through live MIS reports & taking actions to achieve the specified target in the given time frame.
* Survey development, checking links & monitoring the status of running surveys.
* Team Lead – Client interaction, meeting SLAs, account management & trainer.

**Projects & Achievements**

* Online Panel Management which involved selecting a Target Group, sampling, scheduling email invites & monitoring the survey status using SurveySpot software.
* Monitoring live SAS, Dimensions reports & directing team with action points for achieving the targets in the given timeline. Generating MIS reports.
* Analyzing response rates & incidence of the live projects & reporting it to PMs.
* Task-allocation to external vendors & getting work done from them.
* Co-ordinating Project tasks with internal & external clients & partners to ensure that each task is accomplished to achieve the Project targets & reporting it to PMs.
* Survey Development using tools like NEBU, ConfirmIT & monitoring data-collection.
* Creation of web-based live survey reports depicting live status of the project & monitoring the live data.

**Company:** Ugam Solutions Pvt. Ltd. as **Snr Survey Developer** for **3.5 years**

**Job Profile:**

* Developing Internet Surveys using Web Programming technologies for our clients (Market Research Companies) on an ongoing basis and testing the same.
* Taking charge of complete Survey QA from Programming to data-collection including creating & allocating test cases, supervising QA process, error tracking, error resolution.
* Creating custom reports like survey live results counts, dashboards & others
* Team lead, involved in planning, time estimation, project allocation, resource utilization, guiding team members in process execution & reporting to clients.

**Work Done:**

* Our team - ‘Custom Survey Programming Team’ comprised of around 12 creative personnel providing complete Survey Programming and Quality Control support to Questus. Inc – US-based Market Research Company. I joined this team as a Programmer & eventually emerged as a Team Lead. Some of the surveys we handled are:
  + Customer Satisfaction Surveys – for WaltDisneyWorld, Disneyland
  + PPC & Ad Launch Surveys – for Sports Illustrated, NY Times
  + Internet / Mobile usage studies – for media companies
  + Ad-effectiveness studies – for ESPN
  + Web site optimization surveys – for MyPoints.com, MLB.com
  + Brand awareness surveys – for Speak & Shout
  + Online shopping behavior – for Hallmark.com, Target.com
  + Packaging Research Surveys – for another MR client - Fuse
  + Pricing Strategy Survey – for Fuse
  + Personal Finance Survey – for Money Magazine
* Implementing custom functionalities in surveys as defined by the clients & testing the same. I have guided others in accomplishing the same by taking part in client-interaction, planning & testing.
* Providing value-add services to clients like SPSS Data, Data check & de-duping, Survey Version tracking.

**Company:** Cornell Enterprises, Mumbai as **Web Developer** for **2.5 years**

**Social & other activities:**

1. I m fond of Western as well as Indian Music, have learned playing Keyboard(proud to be part of [www.rigveda.net](http://www.rigveda.net)) & look forward to learn vocals
2. I also am avid Traveller like to explore out new Tourist spots of all themes.
3. As a part of CSR of IQR Analytics P Ltd; I feel proud to be associated with **Parivartan** group, in organizing fund-raising events for under-privileged children & Management the Funds collected.
4. Proud to be a part of ADSA alumni - Academy for Decision Science & Analytics - [www.ADSA.in](http://www.ADSA.in)

**Current Location:** I live in Central Ahmedabad with my wife & parents

## Professional Reference:

|  |  |
| --- | --- |
| Mr Nagendra Sastry – Analytics Head  IQR Analytics P Ltd., Ahmedabad  Email: [Nagendra.Sastry@iqrconsulting.com](mailto:Nagendra.Sastry@iqrconsulting.com)  M: 97253 98981 | Mr Binoy Melikadan – Snr Manager  IMS Market Research Pvt Ltd., Mumbai  Email: [binoymk@gmail.com](mailto:binoymk@gmail.com)  M: 98196 32040 |