

# PRIYESH VERMA

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## OBJECTIVE

Results-oriented **business consultant and analyst** with two years of experience in data-driven solutions. Skilled in requirement gathering, process analysis, and cross-functional collaboration. Seeking to leverage analytical skills to drive impactful business projects.

## EDUCATION

**Master of Technology Management, Business Data Analytics**, University of Illinois Urbana Champaign, IL CGPA: 3.79/4.0 Aug 2024

**Bachelor of Metallurgical Engineering & Materials Science**, Indian Institute of Technology Bombay, India CGPA: 3.72/4.0 May 2022

## EXPERIENCE

**IT Consultant Intern** | Advanz101 Business Systems Inc. | San Jose, CA Sep 2024 – Present

- Spearheading an AI-powered sentiment analysis tool in Salesforce system aiming to improve patient satisfaction scores by **12%**
- Creating an AI-driven strategy for a credit union to boost member retention and operational efficiency by **7%** within Salesforce
- Conducted thorough analysis of credit union's current Salesforce implementation and created business cases for AI readiness

**Business Analyst Intern** | AT&T | Salt Lake City Metropolitan Area, UT May 2024 – July 2024

- Led strategic planning for a real-time asset management dashboard, resulting in a **20%** increase in asset management efficiency
- Worked with cross-functional teams to refine requirements, translating business goals into actionable technical specifications
- Developed and executed a strategy to integrate data from multiple tracking technologies, achieving a **99.9%** data accuracy rate

**Associate Consultant** | Ernst and Young | Mumbai, India July 2022 – May 2023

- Played a role in developing a comprehensive market entry strategy for VISA specifically targeting the B2B sector at seaports
- Contributed in the developing a data-driven 3-year go-to-market entry roadmap, projecting **14%** market share capture by year 3
- Presented the actionable plan to the C-suite, securing approval for a **\$10M** initial investment in the seaport B2B initiative
- Helped shape a strategy to implement a unified QR code payment system in an ASEAN country, targeting **70%** merchant adoption
- As a business consultant, provided pre-sales support by researching and creating proposals for clients across various industries

**Trainee Strategy Consultant** | Born Group Tech Mahindra | Chennai, India May 2021 – July 2021

- Analyzed the e-commerce landscape across **40+** countries to assist in strategy of delivering exceptional digital experiences
- Outline a detailed plan for implementing the recommended strategies by providing guidelines and timelines to C-Suite executives

**Technology Management Trainee** | Tata Group Industry | Dewas, India Jan 2021 – March 2021

- Contributed to the modernization of precision machining by replacing Excel with a data-driven system using R and Power BI
- Automating data analysis and visualization significantly reduced manual workload and improved decision-making time by **15%**

## LEADERSHIP

**Overall Coordinator** | IIT Bombay | CEO Equivalent March 2021 – April 2022

- Led a **3-tier** team of **72** and served on the Alumni Association Board, managing a **\$2** million budget and overseeing **80+** events
- Revitalized Mood Indigo and Techfest, boosting alumni participation by **20%** annually with marketing and operational changes
- Generated over **\$1** million in campus funds and founded the SARC Tank initiative, successfully funding **150+** start-ups across India

## PROJECTS

**Property Valuation Modernization** Spring 2024

- Engineered a scalable AWS data infrastructure and analytics solution, optimizing valuations for over **2** million residential units
- Enhanced valuation model accuracy by **30%** via advanced feature engineering, driving more equitable property assessments
- Created a dashboard to visualize market trends, reducing analysis time by **20%** and enhancing strategic decision-making

**Public Transit Optimization** Fall 2023

- Led strategic analysis of transit system, optimizing routes for **500,000+** daily commuters and improving efficiency by **25%**
- Developed predictive analytics dashboard, reducing stakeholder decision-making time by **50%** & enhancing resource allocation
- Implemented data quality framework, ensuring **98%** accuracy in real-time data feeds and improving operational reliability

## SKILLS & CERTIFICATIONS

- **Business Consulting:** Market Segmentation, BCG Matrix, McKinsey 7S Framework, Porter's Five Forces, SWOT Analysis,
- **Business Analysis:** Agile Project Management, Use Case Modelling, Gap Analysis, Stakeholder Analysis, BPM
- **Strategic Skills:** Business Strategy Development, Market Entry Planning, Digital Transformation, Change Management
- **Analytical Skills:** Data-Driven Decision Making, Financial Modeling, Advanced Analytics, Process Optimization
- **Industry Knowledge:** Financial Services, Technology, Public Sector, Healthcare
- **Technical Proficiencies:** Data Analysis (Python, R, SQL), Visualization (Tableau, Power BI), Cloud Platforms (AWS), AI/ML
- **Tools:** Jira, Microsoft Visio, Figma, Trello, Microsoft office productivity suite
- **Certifications:** Salesforce Certified Business Analyst
- **Award:** Institute Diligent Award, IIT Bombay (2022) for exceptional leadership and strategic innovation
- **Soft Skills:** Communication, Leadership, Problem-Solving, Critical Thinking, Collaboration, Empathy, Time Management