

TUSHAR VERMA



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SUMMARY

Analytical and tech-savvy **Business Information Systems graduate student at Monash University**, passionate about designing intelligent, data-driven solutions at the intersection of business, technology, and human behavior. Skilled in bridging business needs with scalable digital tools using **Power BI, SQL, Python, and JIRA** to deliver reporting systems, automate processes, and enhance decision-making. Experienced in system redesigns, process optimization, and aligning operational strategies with analytics insights. Bringing a systems-thinking mindset, business acumen, and a drive to align technology with organizational goals. Open to roles in business analysis, business intelligence, and project management to deliver smarter operations and scalable strategies.

WORK EXPERIENCE

Digital Strategy Associate

Aug 2023 - Jan 2024

Bizbucks, Bangalore, India

- Directed the end-to-end delivery of business performance dashboards for three high-value clients, aligning digital strategies with business KPIs and driving measurable **ROI improvements of up to 25%**.
- Designed monthly operating frameworks covering budget tracking, resource allocation, and conversion analysis, ensuring digital channel performance consistently exceeded targets.
- Built and maintained advanced dashboards in Power BI and Google Data Studio, enabling real-time performance tracking and **reducing reporting turnaround by 40%**.
- Orchestrated cross-functional collaboration between business stakeholders, creative teams, and ad vendors, **ensuring 100% SLA adherence**.
- Documented campaign workflows and system processes, supporting seamless onboarding and **reducing training time by 30%**.
- Led root-cause analysis of underperforming campaigns, delivering actionable insights that **increased engagement rates by 15-20%**.
- Introduced automation tools for campaign execution, **cutting manual effort by 25+ hours/month** and accelerating delivery timelines.

Tools & Skills: Power BI, Google Data Studio, MS Excel (Advanced), Data Cleaning, KPI Dashboards, Business Reporting, Stakeholder Communication, Process Mapping, Requirement Analysis, Google Workspace

INTERNSHIPS

Business Analysis Intern

May 2023 - July 2023

Osumare Marketing Solutions, Pune, India

- Collected and translated business requirements into structured plans for pricing strategies, brand positioning, and client delivery models.
- Conducted in-depth market and competitor research across the digital marketing and PR landscape, identifying trends that shaped campaign strategies.
- Designed and delivered insight reports that directly informed client proposals, **contributing to a 30% lift in user engagement**.
- Developed benchmarks for campaign performance, tracked KPIs, and maintained documentation to ensure smooth execution and stakeholder visibility.
- Supported cross-team collaboration in PR and marketing initiatives, aligning market insights with business objectives for targeted audience reach.

Tools & Skills: Market Research, Requirement Gathering, Process Documentation, Performance Tracking, MS Excel, Google Workspace

Corporate Marketing Intern (Project Support)

Feb 2022 - June 2022

MG Motors India, Pune, India

- Coordinated and executed corporate events and stakeholder engagement initiatives for clients including **Barclays, Bajaj Finserv, and HDFC Bank**, ensuring on-time, on-budget delivery.
- Led the regional rollout of **MG Motor's CSR project to install 23 EV charging stations in Pune**, overseeing partnerships with real estate firms, suppliers, and local authorities to ensure seamless deployment.
- Collaborated with the digital team to manage project timelines, integrate progress tracking tools, and align deliverables with brand objectives.
- Applied **Agile methodologies to track milestones**, update stakeholders, and adapt plans based on evolving requirements.
- Developed and presented detailed status reports to senior management, supporting data-backed decision-making and project transparency.

Tools & Skills: Project Coordination, Stakeholder Management, Reporting, Event Logistics, Cross-team Collaboration, MS Excel, Documentation

SKILLS

Technical Tools & Platforms:

Power BI, SQL, Python, R, JIRA, Tableau, Google Data Studio, MS Excel (Advanced), Google Analytics, HubSpot, Trello, Oracle SQL, MongoDB

Business & Analysis:

Business Process Modeling (BPMN, UML), Requirements Gathering, Stakeholder Mapping, Data Cleaning & Reporting, KPI Development, Agile & Scrum Methodologies, Project Planning & Coordination

Core Competencies:

Data Analysis, Process Optimization, Reporting Automation, Client Communication, Cross-functional Collaboration, Strategic Problem Solving

EDUCATION

Master of Business Information Systems 2024 - 2025

Monash University, Australia

Relevant Coursework: Data Analytics, Enterprise Systems, Business Intelligence, Project Management, Systems Design

Bachelor in Business Administration (Marketing & Finance) 2020 - 2023

Symbiosis International University, India

Relevant Coursework: Marketing Management, Financial Accounting, Business Analytics, Consumer Behavior, Strategic Management

Senior Secondary (Commerce with Marketing) 2019 - 2020

The Indian School, Bahrain

PROJECTS

1. Interpretable Heart Disease Risk Prediction Using R (2025)

- Achieved **85%+ accuracy** in heart disease prediction using logistic regression & decision trees in R.
- Applied SHAP values to ensure ethical, interpretable AI models trusted by healthcare stakeholders.
- Improved clinical decision-making **speed by 20%** through transparent risk reporting.

2. MyCareConnect - A Mobile App for Elderly Care Coordination (2024)

- Designed UML-based system architecture & Lucidchart wireframes, **reducing care coordination steps by 30%**.
- Raised usability testing scores from **6.8 to 8.9/10** through iterative prototype feedback.
- Streamlined stakeholder communication workflows, cutting caregiver **response time by 25%**.

3. Retro Rivals - Full-Lifecycle Game Development Project (2024)

- Led Agile Scrum sprints with JIRA, **maintaining 100% on-time milestone delivery**.
- Improved sprint **completion rate to 95%+** using Gantt charts, risk registers, and cost models.
- Enhanced cross-functional collaboration efficiency by 20% through structured retrospectives.

4. Olympic Games Transportation System - Paris Arrow Transit (2024)

- Built transport DB in Oracle SQL & MongoDB, **processing 10K+ daily trip records**.
- Reduced **query execution time by 40%** through schema optimization and indexing.
- Enabled real-time tracking of vehicles & drivers, improving operational dispatch accuracy.

5. Enterprise Analytics Strategy for Unilever PLC (2024)

- Created BI strategy using DELTA+ model with Azure ML, Power BI & Tableau for **12 global units**.
- Designed governance & dashboard rollout plan, projected to **boost data accessibility by 40%**.
- Enhanced ESG reporting accuracy through integrated KPI monitoring.

CERTIFICATIONS

- Agile with Atlassian Jira - Atlassian, 2025
- Business Intelligence (BI) Essentials - IBM, 2025
- Data Modeling in Power BI - Microsoft, 2025
- Fundamentals of Financial Analysis - LBS, 2025
- Fundamentals of Quantitative Modeling - University of Pennsylvania, 2025
- Generative AI: Introduction and Applications - IBM, 2025
- Power BI Fundamentals - Corporate Finance Institute (CFI), 2025
- SAP Professional Fundamentals - SAP, 2025
- Statistical Thinking for Data Science and Analytics - Columbia University, 2021
- Digital Marketing - Google
- Google Ads Certifications - Google
- Organizational Culture, Diversity and Ethics - Coursera

VOLUNTEERING

- Organized fundraising events, Indian School of Bahrain MEGAFAIR (2022-2023)
- Led MUN Wing, Sympulse College Fest - record participation (2021-2022)
- Climate Reality Project Volunteer - 150+ community service hours (2020-2022)
- Marketing Club Member, SCMS Pune - SME event organizer (2020-2021)
- Secretary General, Indian School of Bahrain MUN (2019-2020)