

# Apurv Gedam

Canada: +1 647 863 8319 Email: [apurv.gedam@gmail.com](mailto:apurv.gedam@gmail.com) LinkedIn: <https://www.linkedin.com/in/apurvgedam/>

Canadian Work Status – Legally allowed to work in Canada - PR

Process oriented Data Analyst with 6 years of experience. Experienced in interpreting and analyzing data in the travel industry. Furnish insights, analytics, and business intelligence needed to guide decisions. Motivated, teamwork-oriented, and responsible with increasing comprehension of reports and presentations.

## EDUCATION

**September 2011 – March 2014**

**Masters in Computer Science**

California State University, Los Angeles

**September 2007 – July 2011**

**Bachelors in Computer Science**

Birla Institute of Technology and Science,  
Pilani, Dubai

## SKILLS OVERVIEW

**Data Management:** Data Quality Assessment, Data Analysis Patter & Trend Identification, Visualization of Data Insights

**Computer Science:** System Administration, Advanced Microsoft Excel Functions, MySQL, Troubleshooting

**Google Applications:** Google Analytics, Google Tag Manager, Looker Studio

## IT SKILLS TOOLBOX

Microsoft Excel	
Google Analytics	
Google Tag Manager	
Power BI	
Looker Studio	
SQL	

## CERTIFICATIONS

- **Google Analytics Individual Qualification:** Google Online Course (September 2021)
- **Introduction to Data Studio:** Google Online Course (September 2021)
- **Data Analytics Essentials:** Coursera Online Course (December 2020)

## ACHIEVEMENTS

- **flydubai** Innovation Hub Certificate of appreciation (use recycled materials for in flight magazines)
- **flydubai** Innovation Hub Certificate of appreciation (fuel saving opportunities)
- **Cal State LA** Certificate of Completion on Adobe Illustrator CS5.
- **BITS, Pilani – Dubai** Merit Certificates for Sketching – Animate Competition.
- **BITS, Pilani – Dubai** Merit Certificate for Anthropomorphic Robotic Hand and for presenting Technical Papers on Avatar.

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## WORK EXPERIENCE

### Flight Centre Travel Group

March 2023 – Present

*The Flight Centre Travel Group (FLT) is one of the world's largest travel retailers and corporate travel managers. The company, which is headquartered in Brisbane (Australia), has company-owned leisure and corporate travel business in 23 countries.*

**BI Developer/Analyst II**– Developing visual reports, dashboards and KPI scorecards Collect large amounts of data and transforming it into usable formats. Implement row level security on data and understand application security. Provide project support, includes participating in meetings and project scoping

### flydubai airlines

June 2017 – January 2023 (5 years 8 months)

*A Dubai government owned hybrid airline that operates between total of over 100 destinations serving Middle East, Africa, Asia and Europe from Dubai*

**E-Commerce Senior Data Analyst** – Analyzing data on flydubai channels to increase sales through the Flydubai.com website. Key responsibilities included leading and implementing a streamlined process, creating and presenting monthly/weekly performance updates to senior management, analyzing and optimizing online customer experience and path-to-purchase.

## PROJECTS

- 2017 and 2018 Web Global Promotions. (Launching Social Ads and Analyzing performance)
- Event Tracking for Desktop and Mobile website flight booking flow and manage flow.
- Google Data Studio Dashboard for flydubai.com to Analyze Traffic, Attribution and Transactions.
- Metasearch Partner Tag Integration on Google Tag Manager (Skyscanner, Aviasales, Google Flight Search, Wego)

## RESPONSIBILITIES

- Collaborated with business units to gather reporting requirements and develop comprehensive data reports.
- Supported the e-Commerce department by consolidating, analyzing, and reporting data to senior management (Manager - Business Intelligence & Development), Marketing, and IT Departments.
- Monitored Flydubai's performance on Web and OTA channels, working closely with the Distribution Specialist to generate reports for Affiliate Partners.
- Developed reports on Flydubai-Emirates Skywards accruals and redemptions.
- Led the revamp of the Travel Agency Portal for Flydubai.
- Transformed data into actionable insights by predicting and modeling future outcomes.
- Utilized MS SQL and other dashboard/visualization tools for data intelligence and analysis.
- Created custom performance reports for promotions, tracking metrics such as ROI and revenue.
- Produced daily and weekly reports from Google Analytics to monitor performance. Extracted and modeled data using Excel and SQL.
- Managed data vendors and collaborated with analytics vendors to build reports and draft technical documents for the IT team.

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## Neo 39 Footwear

August 2015 – June 2016 (10 months)

Neo 39 Footwear is a shoe boutique located in Old Town Pasadena, California. Offering a wide range of shoe brands, they are considered to be one of the best-selling shoe stores in Old Town Pasadena.

**E-Commerce Associate** – Involved with executing e-commerce consumer initiative projects and perform IT-related tasks. Solve problems creatively and effectively, using inputs from manager and customers.

### PROJECTS

- Mailchimp Integration for managing mailing lists and creating email marketing campaigns.

### RESPONSIBILITIES

- Supported the e-commerce team in product uploads and general maintenance.
- Provided Customer Support on the website via website chat box. Interacted with customers on a daily basis.
- Other duties include managing orders, returns and customer messages on Amazon, testing out mobile apps for website, provide Weekly Reports on Customer Support and Prices and editing store Layouts with HTML.

## Cloud Creations

June 2015 – August 2015 (3 months)

Cloud Creations, Inc. provides Salesforce implementation services, including data import, integration, documentation, reports, and training.

**Developer** – Responsible for developing and executing UI components with Visualforce framework.

### PROJECTS

- Timecard Page Application Project

### RESPONSIBILITIES

- Developed Visualforce Components.
- Developed customized solutions within the Salesforce platform.
- Coding in Apex and implementing Salesforce applications.

## ATLC, Cal State LA

September 2012 – March 2014 (1 year 6 months)

California State University, Los Angeles is the premier comprehensive public university in the heart of Los Angeles. Cal State LA is ranked number one in the United States for the upward mobility of its students.

**Lab Assistant** – Responsible for Lab duties at Accessible Technology and Learning Center.

### RESPONSIBILITIES

- Assisted students with disabilities with their studies and on how to use a variety of standardized software applications including Microsoft Office apps such as Word, Excel, and PowerPoint and maintained and updated Lab computers, devices and machines.
- Edited papers for students and provide timely feedback.
- Proctor examinations for students during finals week.