Apurva More

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EDUCATION

Master of Business Administration - Business Analytics   Jan 2024 - Apr 2025
Florida International University, FL, USA

Master of Business Administration - Marketing   Jun 2017 - Apr 2019
University of Pune, MH, India

PROFESSIONAL EXPERIENCE

Administrative Assistant| *STEM Institute - VOCES Project , Florida International University*   Oct 2024 – April 2025
- Built and maintained Tableau dashboards to monitor project timelines, budgets, improving milestone tracking, and reducing overspending risk by 15%
- Managed compensation tracking for 25+ participants using Smartsheet, ensuring 100% accuracy and timely reporting

Associate Growth Analyst | *MarketsandMarkets*   Sep 2022 – Nov 2023
- Analyzed performance and customer segmentation data across 30+ SaaS and Fortune 500 accounts to uncover patterns, optimize targeting strategies, and drive 20% YoY revenue growth
- Conducted industry and competitor research to support go-to-market strategies, identifying $50M in untapped revenue via segmentation and gap analysis
- Designed Tableau dashboards to visualize sales funnel KPIs, enabling leadership to identify product bottlenecks and improve revenue forecasting accuracy by 18%
- Partnered with product, analytics, and sales teams to define key metrics, validate data integrity, and deliver actionable insights boosting account retention by 20%
- Led outreach to C-level stakeholders, contributing to $50K+ in monthly recurring revenue

Inside Sales Representative | *Dell Technologies*   Jul 2021 – Aug 2022
- Managed 150+ SMB accounts across APAC, contributing to a 15% increase in customer retention
- Used Salesforce and advanced Excel (PivotTables, VLOOKUP) to generate pipeline reports and forecasting models, improving forecasting accuracy by 20%
- Delivered product demos and managed renewals,closing 85% of contracts on time, boosting client satisfaction by 22%
- Streamlined cross-functional workflows in pricing, fulfillment, and post-sales support, reducing deal turnaround time by 20%

Business Consultant | *Absolute Reports Pvt. Ltd*   May 2019 – Jun 2021
- Led end-to-end sales cycle, managing 450+ inbound leads per month,driving 35% growth in new client acquisition
- Exceeded sales quota by driving 28% increase in deal value through consultative selling and upselling techniques
- Collaborated with internal research teams to draft tailored proposals and present solutions to stakeholders increasing deal closure rate by 25%
- Delivered onboarding sessions for new hires, enhancing outreach, objection handling, and client engagement by 20%

PROJECTS (MBA – BUSINESS ANALYTICS, FLORIDA INTERNATIONAL UNIVERSITY)

Library Management System (SQL)
- Designed and implemented an ETL process using SQL for a library management system, designing automated processes for 500+ books and users, streamlining data retrieval, and improving operational efficiency

Customer Sentiment Analysis & Text Mining for Amazon (RapidMiner)
- Built predictive models (Logistic and Linear Regression) to analyze sentiment trends across 2,000+ Amazon reviews using SQL and RapidMiner, identifying key product improvement areas to inform strategy

Impact Analysis of Interest Rate changes on Fortune 500 companies (Tableau,Excel)
- Developed interactive Tableau dashboards and performed data cleaning and analysis in Excel applying statistics to visualize the impact of interest rate fluctuations, delivering key business insights and supporting marketing ROI analysis

SKILLS AND CERTIFICATIONS

Tools: Advanced Excel, Tableau, SQL, Power BI, Salesforce, Sales Navigator, Smartsheet, LucidChart, R (RStudio), SAS
Databases: SQL, MySQL,OracleDB | **Certifications:** Oracle SQL Explorer, Oracle Database Explorer, Tableau