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# Amar Kumar verma

Gurugram , Haryana  
amar9852@gmail.com  
+91 9915515158

## Summary

**Experienced software engineer** skilled in Python, Flask, SQL, Pandas, OOP, AWS, Rest API, ETL Pipeline, GIT, Linux, and frontend. Expert in Salesforce, Bing- Ads, Hubspot **integration, data analysis, and data verification**. Achievements include 5-star in **hackerrank**

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## Education

### Lovely Professional university (B.Tech)

computer science and engineering • Jalandhar, PUNJAB  
CGPA - 7.19

06/2021

### Lovely professional university (Diploma)

computer science and engineering • Jalandhar, Punjab  
CGPA - 8.76

06/2018

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## Skills

**Python, Flask, Django, Fast API, SQL, PostgreSQL, mongodbms, BigQuery, Pandas, Object-Oriented Programming, regex, XML, NLP, Snowflake, Elasticsearch, AWS, AWS S3, Rest API, ETL Pipeline, GIT, Linux, Airflow, LLM, Lang-chain, HTML, CSS, Javascript, React**

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## Experience

### Vaco Binary Semantics LLP

Software Engineer • Gurgaon, Harayana

07/2023

#### CaaS Dashboard Project

- In this product, I manage the complete lifecycle of bill creation, enactment, and distribution across multiple platforms. My responsibilities include parsing and processing structured **XML data**, ensuring smooth data handling and integration with various systems. This role requires robust interaction with **APIs** and structured data management, where **Python, ETL Pipelines, and SQL** skills are crucial. Additionally, I utilize **AWS S3** for data storage and integration, enabling scalability and secure data handling. The project's dynamic environment involves automating workflows that are distributed across platforms, requiring proficiency in **Flask, Fast API, PostgreSQL, and MongoDBMS** for backend management, along with version control through **GIT**.
- Skills Utilized: **Python, XML, SQL, PostgreSQL, MongoDBMS, AWS S3, Flask, Fast API, ETL Pipelines, REST API, Git, Linux**

#### AI Metadata Project

- In this project, I developed an automated pipeline for extracting and transforming data from PDFs into **JSON** format. This pipeline leverages **Python** and advanced **regex** patterns to extract essential data points such as names and dates with over 90% accuracy. By integrating **NLP** techniques, I validate the extracted information against reference points, ensuring precise data extraction. The project culminates in comprehensive reports that

highlight discrepancies, improving decision-making. The pipeline is efficient in handling high volumes of data, employing **Pandas** for data manipulation and validation.

- Skills Utilized: **Python, Regex, NLP, Pandas, AWS, ETL Pipeline, JSON, Data Validation, BigQuery, Flask, Fast API**

### Sales Data Analytics and Visualization

- Analyzed retail sales data to uncover trends, optimize promotions, and improve decision-making. Using Google BigQuery, I wrote SQL queries to aggregate and clean millions of rows of sales data by region and product category. I then connected the data to **Tableau**, **creating interactive** dashboards featuring **bar charts, line graphs, and geographical maps** to visualize sales distribution and trends. Advanced visualizations, such as heat maps and trend lines, revealed insights into seasonality and customer behavior, leading to a 15% sales increase in targeted regions.

## Growth Native

Software Engineer • mohali, punjab

03/2021 - 06/2023

### Salesforce Integration

- Salesforce's integration using Python, **Created an app** in Salesforce for connecting the salesforce account using **oauth2.0**
- Fetching data for the last year using **bulk API 2.0** and storing all the data in **AWS s3 and AWS lambda**
- pull data from s3, snowflake map the data, and keep it in the **database (SQL)** Using the **ELT Process**
- we were using a **chunk to keep** a small amount of data continuously until the finished data was in Salesforce.

### Bing-ads Integration

- Bing-ads integration using python, App registration in **Microsoft azure** portal for connecting the bing-ads account using **oauth2.0**
- It depends upon the user which years/month data he wants to fetch and which customer data he wants to check.
- The custom screen where users select years/months and customer profile names to pull the data from bing-ads.
- Store all data in **AWS S3**, pull data from s3 and map it, and store it in the **database (SQL)** Using **ELT Process**.

### Salesforce - configuration screen

- Salesforce is a fully **custom portal** were **lots of limitations**.
- So we created a portal that is a **configuration screen** where we set rules and **API limitations**, and add column names of objects.
- **Filter the data** on the basis of the rule set of the configuration screen.
- Users can set **multiple rules** and set (and or) the rules.
- To work as a **waterfall model in the database**.
- Users can set API limitations and set column names.
- **All the report represent** on the basis of the configuration screen.

### Reports(sales cycle and Path-length python )

- sales cycle and path length both are different reports.
- In the sales cycle, we show the data of how much you **earned last year** or last month and **tracking** of the customers.
- **Compare** the data of last month and the current month and display the percentage of increasing or decreasing sales.
- Fetch the revenue based on the **data range** in which the user is selected.
- The path length depends on the customer.
- In path length, we track the **customer's interest** or not to purchase the product.
- Fetch **pipeline revenue**.

### Audit (Data verification Python)

- The audit screen basically the **data verification**.
- Calculation of **correct data** and calculate the percentage of correct data.
- Identify the **dummy data** and show the percentage of dummy data.
- Tracking the **duplicates email** and **duplicate data** and calculating the percentage of duplicate data.
- Check repeated values and **calculate the percentage**.

### segment manager (python)

- The segment manager basically **filters the bulk** data in the database.
- Create the rules update the rules and delete the rules.
- One segment can create **multiple rules**.
- And one box is created when the segment is created.
- Toggle the on/off option which means updating the data.
- Its works as a **waterfall model in the database**.

### Hubspot (MA AND CRM) python

- Hubspot (MA AND CRM) integration using Python, Created an app in Hubspot for connecting the Hubspot account using oauth2.0
  - **We are asking the user to select the year for fetching the data.**
  - storing all the data in a **JSON format and mining the data** and extracting and unstacking the nested data and loading it to our database.
  - **create a corn API for fetching daily data using a refresh token and access token.**
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### Achievements

#### HackerRank

- 5 Star coder at **HackerRank** in the section on Python.

#### Progate Contest

- Secured **1st Rank** in a competition of web - development held in LPU

#### Award

- **got a surprise gift** from the client for the best website service provides.
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### Hobbies

- Exploring New place
- Capturing moments
- Feeling the music
- Playing cricket
- Cooking