

AMAN KOHLI

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EDUCATION

Babson College, Boston, MA

Sep 2024 – Dec 2025

Master of Science in Business Analytics

Relevant Coursework: Machine Learning & Data Science: Supervised & Unsupervised Learning, Regression Models, Clustering | Programming: Python & R for Data Analysis, Automation, API Integration | Storytelling & Communication with Data: Dashboard Creation, Data Visualization, Storytelling | Econometrics: Regression Analysis, Hypothesis Testing, Time Series Modeling | Marketing Analytics (Python & SAS): Customer Segmentation, A/B Testing, Marketing Mix Modeling

Delhi University, New Delhi, India

Aug 2019 – Jul 2022

Bachelor of Commerce Hons. (BCom Hons.)

WORK EXPERIENCE

Consulting Intern, Harbourview Hospitality Group, Cape Cod, MA

May 2025 – Aug 2025

- Consulted Harbourview Hospitality Group on implementing Lean Management practices, streamlining cross-property operations to reduce idle labor by 75%, optimize resource allocation, and align operational processes with KPI-based cost-efficiency targets
- Reconciled financial records across 9 hotel properties with automating 80% of expense categorization in MS Excel
- Built a Power BI dynamic dashboard to compare hotel expenses and applied Lean Ops to recommend cost-saving measures
- Launched 20 Sojern email campaigns reaching 90,000 guests, with 31% CTR- enhancing retention and engagement

Marketing Data Analyst, Saas Cloud LLC, Delhi, India

Aug 2022 – Aug 2024

- Led data-driven Reddit growth strategy post-Google's UGC policy update, generating \$60K revenue in 6 months with no ad spend
- Created structured campaign datasets and collaborated with stakeholders to improve attribution visibility and budget optimization across platforms
- Enhanced email funnel personalization using ActiveCampaign, driving 27% open rate and 5% CTR and 3% conversion.
- Developed and deployed SEO and keyword strategy using SEMrush, growing organic search visibility to 2,000 monthly queries and increasing qualified inbound leads
- Analyzed ad creative and placement trends across competitors, resulting in a revamped GTM plan and content refresh for Scribuddy and Transcription.app

Growth Strategy and Optimization Intern, Travclan, Delhi, India

Jan 2022 – Mar 2022

- Created Excel-based funnel tools for real-time sales quoting and qualification, reducing response time by 25%

PROJECTS

Business Analytics Field Project (Babson College), Boston, MA

Jan 2025 – May 2025

- Consulting project: Applied data analytics, predictive modeling, and visualization for a real-world business challenge
- Data preprocessing (Feb 2025): Cleaning data, conducting EDA, and performing feature selection
- Predictive modeling (Mar 2025): Built machine learning/statistical models to generate insights
- Dashboard development (Apr 2025): Designed R Shiny dashboard for interactive data visualization
- Final presentation (May 2025): Delivered strategic recommendations to client and faculty

Project - Papaya, Delhi, India

Jan 2020 – Mar 2020

- Launched a hyperlocal services marketplace, fulfilling 100 plus orders and achieved 29% fulfillment rate through referral and content-based acquisition.

SKILLS AND CERTIFICATES

- **Analytics & Tools:** SQL(MySQL, PostgreSQL, NoSQL), Power BI, Tableau, MS Office Suite, Google Suite, R, Python
- **Project Management:** Agile & Waterfall, Jira, Azure DevOps, Scrum Methodologies, Consulting
- **Professional Certification:** Professional Scrum Master – 1 (July 2025)