

Aman Kohli

Boston, MA

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EDUCATION

Babson College, Boston, MA

Master of Science, Business Analytics

Sep 2024 - Dec 2025

- **Coursework:** Machine Learning & Data Science: Supervised & Unsupervised Learning, Regression Models, Clustering, Programming: Automation, API Integration, Storytelling & Communication with Data, Econometrics: Regression Analysis, Hypothesis Testing, Time Series Modeling, Marketing Analytics (SAS): Customer Segmentation, A/B Testing, Marketing Mix Modeling, Operations & Supply Chain Dynamics: stock flow, scenario tests, Systems Thinking & Modeling: causal loops, feedback delays, what-if analysis, Monte Carlo simulation.

University Of Delhi, Delhi, India

Bachelor of Commerce Hons., Finance & Investments

Aug 2019 - Jul 2022

WORK EXPERIENCE

Seaport Inn (Harbourview Hospitality Group) | Operations and Strategy Intern

May 2025 - Sep 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 and automated 80% of expense categorization in Excel, then built a dynamic Power BI dashboard to compare property-level expenses and identify cost-saving opportunities, recommending measures that reduced operating costs by 10%
- Launched 20 Sojern email campaigns reaching 90,000 guests, with 31% CTR enhancing retention and engagement
- Centralized daily performance reporting by building a lightweight on-prem SQL Server data mart (SSIS/Power Query from PMS, POS, and Excel) with Power BI Desktop views for Occupancy and labor-to-revenue cut manual consolidation from 5 hrs per day to less than 1 hr and enabled staffing adjustments that saved \$85K annually.
- Built a 14-day bookings & F&B demand forecast in Python orchestrated via SQL Server Agent with SQL ELT and QA checks, improved MAPE by 25%, informing rate changes and targeted Sojern re-engagement driving \$95K seasonal revenue uplift.

SaaS Cloud LLC | Marketing Data Analyst

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
- Planned, launched, and optimized paid social campaigns using Facebook Business Manager, conducting A/B tests on creatives & audiences; achieved 20% CTR improvement and 15% reduction in CPA through testing.
- 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 Scribebuddy and Transcription.app

PROJECTS

Business Analytics Field Project | Babson College

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

SKILLS AND CERTIFICATES

- **Analytics & Tools:** SQL (MySQL, PostgreSQL), Power BI, Tableau, MS Office Suite, Google Suite, R, Python, GCP, AWS
- **Project Management:** Agile & Waterfall, Jira, Azure DevOps, Scrum Methodologies, Consulting
- **Data Operations:** Excel, VBA, ETL Pipelines, Data Warehousing and modeling, Data Analytics and Visualization
- **Professional Certification:** Professional Scrum Master – 1 (July 2025)