

Faizan Khan

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EDUCATION

University of Virginia | M.S. Data Science | Charlottesville, VA

(Expected Graduation) Dec 2026

- Relevant Coursework: Bayesian Machine Learning, Statistical Learning, Deep Learning, Data Engineering

Syracuse University | MSc. In Sports Analytics | Syracuse, NY

May 2025

AISTS | PGCP In Sports Management & Technology | Lausanne, CH

August 2024

Indian Institute of Technology Madras | B.S. in Data Science & Applications | Chennai, India

June 2019

WORK EXPERIENCE

Data Analyst | Virginia Baseball | Charlottesville, United States

July 2025 – Present

- Led the baseball data analytics team, serving as the primary liaison between the coaching staff and analytics group to integrate data-driven insights into player development, game strategy, and recruiting decisions.
- Capture and process pitch-level data using Trackman, Yakkertech, Rapsodo, and Synergy, transforming it into advanced metrics and visualizations in R/Python for scouting and post-game reviews
- Delivered tailored analyses to coaching staff on player performance trends, lineup optimization, and opponent scouting, directly influencing in-game decision-making.
- Partnered with coaches to translate technical findings into actionable insights, improving communication of analytics to non-technical baseball staff.

Manager – Product Analytics | GoJek | Jakarta, Indonesia

June 2022 – March 2025

- Led BNPL (buy now pay later) & merchant lending product analytics, delivering +17% transaction conversion, +45% sign-ups, and +30% revenue through A/B testing, UX optimizations, and progressive KYC flows.
- Scaled cash loan business to \$50 million in 6 months, maintaining ~40% approval and 70% adoption rates while reducing DPD0 by 25% via optimized credit offerings, portfolio strategies, and data-driven risk modeling.
- Designed and executed growth experiments (e.g., extended credit periods, CLI graduation, subscription fee changes) that improved adoption, monetization, and retention, collaborating with cross-functional teams across Indonesia, India, and Singapore.
- Built automated KPI dashboards (SQL, Python, Tableau) and partnered with product, engineering, risk, and marketing teams to establish experimentation best practices, improve decision-making speed, and align product analytics with business goals.

Lead Business Analyst | Unacademy | Bengaluru, India

June 2020 – May 2022

- Built the central analytics function from scratch, including data pipelines, reporting infrastructure, and self-serve dashboards, scaling the team to 10 analysts and enabling 60+ stakeholders to make data-driven decisions.
- Launched an in-house CRM analytics framework with automated lead scoring and dialer integration, boosting sales team productivity 3x and improving conversion rates through prioritized targeting.
- Delivered 85% monthly subscription revenue growth via pricing optimization, demand forecasting, A/B testing, and targeted retention strategies, while reducing marketing spend by \$500k annually through fraud detection and ROI-based campaign optimization.
- Partnered with product, engineering, design, and marketing teams to launch features (e.g., live class scheduler, content discovery improvements, engagement touchpoints) that increased learner engagement by 35% and improved visit-to-signup rates by 20%.

Sr. Data Analyst | HealthifyMe | Bengaluru, India

April 2019 – May 2020

- Led analytics for global expansion into 8+ international markets, building KPI frameworks, reporting systems, and predictive models to drive subscription growth and retention.
- Increased subscription conversion 50% and ARR to \$2 billion through user segmentation, cohort analysis, targeted A/B tests, and a personalized diet recommendation engine that improved NPS by 30%.
- Developed ML models for conversion prediction, churn risk, and demand forecasting, and deployed NLP-based speech analytics to extract insights from sales/service calls, guiding product and marketing strategies.
- Partnered with product, engineering, marketing, and design teams to launch scalable features, optimize engagement touchpoints, and reduce operational planning time by 70% through real-time analytics.

Sr. Data Scientist | Mu Sigma Inc. | Bengaluru, India

October 2015 – March 2019

- Built Tableau-based BI tools for a Fortune 500 pharma oncology drug portfolio, improving campaign targeting effectiveness by 15% and enabling data-driven patient engagement strategies.
- Developed ML models to predict rare cardiac disease risks, enhancing proactive patient interventions and reducing adverse outcomes by ~10%.

- Created decision boards and call planning tools for \$4B marketing spend, optimizing sales rep activity and marketing allocation, resulting in 20% higher field force coverage.
- Conducted market research and brand performance analysis to identify revenue opportunities, contributing to \$5M+ incremental sales through targeted marketing and patient profiling.

SPORTS INDUSTRY EXPERIENCE

Executive Member | Bangalore District Baseball Association | Bengaluru, India January 2019 – Present

- Part of the core team spearheading grassroots baseball development in southern India, introducing 6–11-year-olds to the sport through structured PE-based sessions and brand awareness initiatives.
- Implemented MLB’s “First Pitch” Program in 30+ Bengaluru schools, expanding reach and engagement among young players.
- Organized MLB Cup and other large-scale tournaments to drive participation, foster talent identification, and build a competitive ecosystem.
- Advocated for infrastructure, funding, and technical benchmarking to raise the quality of play towards international standards.

Product Manager | Jakarta Cheetah | Jakarta, Indonesia January 2023 – December 2024

- Led the digital transformation of a local sports club by developing an online scheduling system and payment/subscription modules, streamlining operations for coaches and members.
- Improved user satisfaction by 40% through enhanced scheduling flexibility and seamless payment processes for both one-time and recurring transactions.
- Collaborated with operations and IT teams to integrate new tools with existing systems, boosting operational efficiency and member retention.
- Organized the Jakarta International Slowpitch Tournament and Women’s After Hour Slowpitch Tournament 2025, bringing together teams from multiple Indonesian provinces and international participants.

Product Manager | Well Played Sports | Nagpur, India January 2022 – December 2023

- Spearheaded the development of an end-to-end analytics platform for cricket, democratizing access to advanced sports performance insights for grassroots players, coaches, and academies.
- Partnered with engineering and design teams to build intuitive, user-friendly interfaces that simplified complex data insights for non-technical users.
- Conducted extensive market research and user feedback loops to identify pain points, prioritize features, and refine product roadmap.
- Launched the MVP of the app, driving a 10% increase in adoption among amateur players and local coaching academies within the first release cycle.

SPORTS ANALYTICS PROJECTS

SMT Data Challenge 2025 | SportsMedia Technology | Jacksonville, FL April 2025 – November 2025

- Collaborated with a cross-university team to analyze player-tracking data from SportsMedia Technology, focusing on catcher back-pick attempts to first and third base.
- Engineered features from spatial-temporal tracking data, incorporating runner momentum, batter position, and catcher/first baseman positioning to identify patterns and success factors.
- Applied statistical analysis to measure back-pick frequency, team usage trends, and situational tendencies; tested hypotheses on the impact of game context and player positioning.
- Built predictive models to assess likelihood of back-pick success, validated with historical data, and visualized results with Power BI to highlight tactical insights for defensive strategy optimization.

Cricket Data Analytics | Woxsen University | Hyderabad, India May 2024 – September 2024

- Built end-to-end analytics workflows on synthetic sports datasets to benchmark player performance and optimize team strategies.
- Applied statistical methods (z-scores, ANOVA, regression, time series, factor analysis) and machine learning models (K-Means, Random Forest) to identify performance gaps and key match-winning factors.
- Designed Power BI dashboards for interactive visualization of benchmarks, trends, and strategic insights.
- Developed a decision tree-based recommendation system for player improvement and used Monte Carlo simulations to test strategy effectiveness under varied conditions, validating models with clustering and regression performance metrics.

SKILLS AND TECHNIQUES

Skills : Python (NumPy, Pandas, Scikit-learn), R, SQL, SAS, Tableau, Power BI, Looker, Databricks, Jira, Confluence, Excel, PowerPoint

Techniques : Time Series Forecasting, Machine Learning, Recommendation Engines, Customer Segmentation, Cohort Analysis, Data Visualization, Hypothesis Testing, A/B Testing, Retention / Churn Analysis, Project Management, Cross-Functional Collaboration

Certifications : Hudl Analyst Academy (2025), Miami Marlins Pro Ball Prep (2025), Generative-AI Product Development Bootcamp (2025), Sports Performance Analytics Specialization (2024), Applied Data Science Specialization (2023)