

# 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

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

June 2019

## RELEVANT EXPERIENCE

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 3× 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.

## SKILLS AND TECHNIQUES

**Tools :** 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,

**Business skills :** Project Management, Cross-Functional Collaboration

**Certifications :** Generative-AI Product Development Bootcamp ( 2025 ), Sports Performance Analytics Specialization (2024), Applied Data Science Specialization ( 2023 )