

# Karan Raturi

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## Summary

Data Analyst with an M.S. in Business Analytics and Artificial Intelligence from UT Dallas, experienced in transforming raw data into actionable insights through Python, SQL, Excel, and Power BI. Strong foundation in data cleaning, exploratory data analysis, predictive modeling, and dashboard development through hands-on academic and project-based work. Detail-oriented, analytical, and eager to contribute to data-driven decision-making while continuously learning and growing in a professional analytics environment.

## Education

- *Master of Science in Business Analytics & AI from University of Texas - Dallas* May 2025
- *Bachelor of Business Administration from Guru Gobind Singh Indraprastha University* Aug 2021

## Technical Skills

- **Programming:** Python (NumPy, Pandas, Seaborn, Scikit-learn, TensorFlow), R-Studio, SQL, HTML
- **Tools:** Power BI, Tableau, Microsoft Excel (Pivot Tables, VLOOKUP), Adobe Analytics, Google Analytics
- **Certifications:** Advanced Google Analytics, AWS Cloud Practitioner, Snowflake SnowPro Associate

## Professional Experience

*Data Analyst at Doon Star Public School* Aug 2019 – Aug 2023

- Cleaned, validated, and standardized multiple large datasets, improving data accuracy and reporting reliability.
- Built quality-control checks using Excel, SQL and logical rules to identify missing values, duplicates, and inconsistencies, reducing data errors by 30%.
- Collected, cleaned and validated large multi-source datasets, improving overall data accuracy by 30%+ through standardized checks and reconciliation.
- Built automated Excel-based reporting workflows that reduced manual processing time by 40–50% and improved reporting consistency.
- Developed dashboards and reports to track KPIs, trends, and performance metrics using Excel and Power BI.
- Performed exploratory data analysis (EDA) and root-cause analysis to identify anomalies, gaps and opportunities.
- Reconciled datasets across files and systems to ensure alignment, completeness, and reliable reporting outputs.
- Collaborated with non-technical stakeholders to gather requirements and translate data insights into clear actionable summaries.

## Academic Projects

*Gardein Sales Performance & Market Strategy*

- Modeled product sales performance using logistic regression in Python to identify high-performing SKUs, delivering insights to stakeholders and sales strategy teams.
- Conducted regional clustering analysis to segment markets and identify growth potential for health-focused SKUs, revealing opportunities for targeted marketing and distribution.
- Recommended region-specific product strategies to boost market share and minimize inventory inefficiencies to improve product positioning across multiple territories.

*Data Insights from Google Merchandise Store*

- Analyzed key KPIs in Google Analytics, uncovering a 68% year over year revenue increase driven by a 60% rise in conversion rate and 20% growth in sessions.
- Detected a 210% surge in tablet sessions and recommended mobile first UX enhancements to improve engagement and conversion efficiency across devices.
- Flagged a 73% bounce-rate increase in email-driven traffic and proposed checkout and email-funnel optimizations, to reduce drop-offs and improve user retention.

*Credit Card Approval Prediction*

- Built a machine learning model to predict the likelihood of credit card approval based on 21 applicant predictors, enhancing the decision-making process for financial institutions.
- Implemented and evaluated multiple algorithms including Logistic Regression, Random Forest, SVM, and k-Nearest Neighbors using scikit-learn, achieving an accuracy of 95%.
- Performed feature engineering and hyperparameter tuning to improve model interpretability and reliability, ensuring fair and data-driven outcomes across applicant segments.