

# Karan Raturi

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## EDUCATION

<b>The University of Texas at Dallas, Texas</b> <i>Master of Science, Business Analytics and Artificial Intelligence</i>	Aug 2023 – May 2025 <b>GPA 3.71</b>
<b>Guru Gobind Singh Indraprastha University, India</b> <i>Bachelor of Business Administration</i>	Aug 2018 – Aug 2021 <b>GPA 3.50</b>

## TECHNICAL SKILLS

- **PROGRAMMING:** Python (NumPy, Pandas, Seaborn, scikit-learn, TensorFlow), R, SQL, C++, HTML
- **TOOLS:** Power BI, Tableau, Microsoft Excel (Pivot Tables, VLOOKUP), Adobe Analytics, Google Analytics, Stata
- **DOMAIN KNOWLEDGE:** Predictive Analytics, Prescriptive Analytics, Marketing Web Analytics, Data Science, Cloud Computing
- **CERTIFICATIONS:** Introduction to MongoDB, Advanced Google Analytics, AWS Cloud Practitioner
- **SKILLS:** Data Management, Data Engineering, Data Modeling, Data Visualization, Business Analysis

## PROFESSIONAL EXPERIENCE

<b>Doon Star Public School, India</b> <i>Data Analyst</i>	Aug 2021 – Aug 2023
<ul style="list-style-type: none"><li>• Optimized data-driven solutions to streamline administrative operations, reducing overhead costs by \$1,000 per quarter through data analysis.</li><li>• Improved data integrity by 20% by leveraging data auditing tools to identify and eliminate redundancies within school records, enhancing data accuracy.</li><li>• Increased financial planning accuracy by 15% by analyzing expenditure data and providing actionable insights for budget.</li></ul>	
<b>Relocate, India</b> <i>Management Trainee</i>	Jun 2020 – Sep 2020
<ul style="list-style-type: none"><li>• Collaborated with the operations and sales teams to streamline daily activities, leading to a 30% reduction in pending tickets.</li><li>• Identified expansion opportunities of business operations and collected relevant data of 75% of prospects.</li></ul>	

## ACADEMIC PROJECTS

<b>Credit Card Approval Prediction</b>
<ul style="list-style-type: none"><li>• Developed a machine learning model to predict the likelihood of credit card approval for an applicant given 21 predictors.</li><li>• Applied various machine learning algorithms such as Logistic Regression, Support Vector Machine (SVMs), Random Forest Classifier and k-Nearest Neighbors using scikit-learn to optimize accuracy and reliability to 95%.</li></ul>
<b>Car Sales Price Prediction</b>
<ul style="list-style-type: none"><li>• Developed a sales price prediction model using an artificial neural network with TensorFlow Sequential and Dense layers.</li><li>• Conducted data collection, cleaning, and feature engineering to improve model accuracy and achieved an adjusted R<sup>2</sup> score of 0.8.</li></ul>
<b>Study of Customer Satisfaction towards McDonald's</b>
<ul style="list-style-type: none"><li>• Leveraged advanced Excel functions to develop detailed descriptive statistics and visualizations, uncovering critical insights and correlations that boosted analytical accuracy by 30% and supported strategic planning.</li><li>• Analyzed customer feedback and conducted surveys; implemented changes that increased customer satisfaction scores by 25%.</li></ul>
<b>Impact of Covid-19 on Paying Guests (PGs)</b>
<ul style="list-style-type: none"><li>• Performed extensive market research on the impact of Covid-19, analyzing 150+ paying guests.</li><li>• Generated actionable insights and improved future trend accuracy by 20% using Excel.</li></ul>

## ORGANIZATIONAL AND VOLUNTEER EXPERIENCE

<b>Comet Cupboard, The University of Texas at Dallas</b>	Feb 2024 – May 2025
<ul style="list-style-type: none"><li>• Volunteered 40+ hours on an on-campus student-led initiative, dedicated to helping students achieve academic success by alleviating their food insecurity challenges.</li></ul>	
<b>Cygnus, MAIMS</b>	Aug 2019 – Aug 2021
<ul style="list-style-type: none"><li>• Directed and successfully coordinated a team of 15+ individuals for multiple campus fashion parades, achieving a 100% event execution rate with exceptional results.</li></ul>	
<b>Kind Beings, Delhi</b>	Feb 2019 – Aug 2021
<ul style="list-style-type: none"><li>• Engaged in NGO-led citywide cleanliness and donation drives, covering over 50% of the area.</li><li>• Participated in weekly stray animal feeding drives, contributing to the nourishment of over 100 animals per week.</li></ul>	