

Karan Raturi

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EDUCATION

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

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
- **APPLIED TECHNIQUES:** Predictive Analytics, Prescriptive Analytics, Marketing Web Analytics, A/B Testing, 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

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

ACADEMIC PROJECTS

Gardein Sales Performance & Market Strategy
<ul style="list-style-type: none">• Modeled product sales with logistic regression in Python to identify high-performing SKUs; presented recommendations to sales strategy.• Segmented regional trends via clustering, highlighting growth opportunities for health-focused SKUs.• Recommended region-specific product strategies to boost market share and reduce underperforming inventory.
Data Insights from Google Merchandise Store
<ul style="list-style-type: none">• Analyzed key KPIs in Google Analytics to uncover a 68% YoY revenue increase, driven by a 60% rise in conversion rate and 20% growth in sessions.• Detected 210% surge in tablet sessions and recommended mobile-first UX adjustments to improve engagement.• Flagged a 73% bounce rate increase in email traffic and proposed checkout and email optimizations to reduce drop-offs.
Credit Card Approval Prediction
<ul style="list-style-type: none">• Developed a machine learning model to predict the likelihood of credit card approval for an applicant given 21 predictors.• 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%.
Car Sales Price Prediction
<ul style="list-style-type: none">• Developed a sales price prediction model using an artificial neural network with TensorFlow Sequential and Dense layers.• Conducted data collection, cleaning, and feature engineering to improve model accuracy and achieved an adjusted R² score of 0.8.

ORGANIZATIONAL AND VOLUNTEER EXPERIENCE

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