

Karan Raturi

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SUMMARY

Curious by nature and data-driven by choice, I recently earned my Master's in Business Analytics and AI from UT Dallas. From visualizing trends in Power BI to exploring user behavior with Google Analytics, I've enjoyed turning data into decisions through hands-on academic projects. Now, I'm excited to bring that passion to an analyst role—where I can grow, contribute with impact, and keep learning every step of the way.

EDUCATION

The University of Texas at Dallas, Texas <i>Master of Science, Business Analytics & AI</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-Studio, 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">• Developed and implemented data-driven solutions to streamline administrative workflows, resulting in a quarterly cost reduction of \$1,000; utilized tools such as Excel, Power BI, and SQL for data analysis and reporting, 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 design and deliver interactive dashboards using Power BI and Microsoft Excel, improving expenditure visibility and enhancing planning accuracy by 15%.	
Relocate, India <i>Management Trainee</i>	Jun 2020 – Sep 2020
<ul style="list-style-type: none">• Collaborated with operations and sales teams to streamline daily workflows, resulting in a 30% reduction in pending support tickets; leveraged tools such as Excel, Trello, and internal CRM systems to track and optimize task resolution.• Identified business expansion opportunities by researching and compiling data on potential markets, successfully gathering relevant information on 75% of targeted prospects using tools like Google Sheets, LinkedIn Sales Navigator, and web scraping utilities.	

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 an on-campus student-led initiative, dedicated to helping students achieve academic success by alleviating their food insecurity challenges.	
Kind Beings, Delhi	Feb 2019 – Aug 2021
<ul style="list-style-type: none">• Supported NGO in cleanliness, donation, and animal feeding drives-impacting 50% of the area and 100+ animals weekly.	