

# AMAN KAURA

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## EDUCATION

**University of Southern California** Los Angeles, CA  
**Masters of Science in Business Analytics (STEM)** December 2025

- Coursework: Statistical Computing and Data Visualization, Applied Statistical Learning Methods, Machine Learning, Marketing Analytics, Strategy Consulting, SQL, Project Management, Data Driven Decision Making,
- Organizations: Business Analytics Student Association (BASA), Graduate Marketing Association

**University of Central Florida** Orlando, FL  
**Bachelor of Science in Business Economics** May 2022

- Honors: Deans List, Presidents List, Excellence in Action Award

## PROFESSIONAL EXPERIENCE

**Noon** Dubai, UAE  
**Business Development Executive** June 2023-June 2024

- Led end-to-end product onboarding from vendor sourcing to launch, aligning engineering, operations, and marketing teams to deliver 200+ new SKUs
- Improved vendor activation rates by 25% and reduced time-to-market by 15%, driving faster revenue capture
- Managed cross-functional launch initiatives, setting clear milestones and reporting progress to leadership to ensure alignment across business and technical stakeholders
- Developed go-to-market strategies and launch decks incorporating competitive insights and market data, supporting Noon's capture of over 50% market share in Abu Dhabi within one year

**Robt Stone** Abu Dhabi, UAE  
**Financial Analyst Intern** July 2022-January 2023

- Conducted in-depth financial analysis on project costs, revenue streams, and budget variances to support leadership in resource planning and contract negotiations
- Partnered with finance and operations to align forecasts with actuals, improving vendor payment accuracy and optimizing resource allocation
- Evaluated multiple investment and project proposals, translating analysis into actionable recommendations that shaped investment priorities and informed executive decision-making

**RCW Media Group** Los Angeles, CA  
**Market Research Intern** January 2022-May 2022

- Researched competitor positioning and audience behavior to refine segmentation and targeting strategies, increasing campaign ROI by 12%
- Collaborated with creative, analytics, and account management teams to ensure brand-consistent deliverables and on-time execution for high-priority client campaigns

## PROJECTS

### Uber Data Analysis and Time Series Forecasting

- Conducted in-depth analysis of 100K+ Uber ride records using Python and SQL to uncover patterns in demand by location and time of day
- Developed actionable recommendations for optimizing driver dispatch and scheduling in high-traffic zones

### Insurance Loss Analytics

- Built and validated predictive models in Python to classify claim risk and forecast payout amounts, improving prediction accuracy by 67%
- Created a consulting-style presentation with clear visualizations to communicate technical results to non-technical stakeholders

## ADDITIONAL INFORMATION

- Core Skills and Tools: Product Management, Requirements Gathering, User Research, Roadmap Planning, A/B Testing, KPI Tracking, Agile/Scrum, Data Visualization, Forecasting, Python (Pandas, NumPy, Seaborn, Scikit-learn, Matplotlib), SQL, Tableau, Microsoft Excel
- Work Authorization: Eligible for 36 months of work in the U.S. under F-1 OPT/STEM OPT
- Languages: English, Hindi