

AMAN KAURA

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EDUCATION

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| University of Southern California | Los Angeles, CA |
| Masters of Science in Business Analytics (STEM) | December 2025 |
| <ul style="list-style-type: none">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 |
| <ul style="list-style-type: none">Honors: Deans List, Presidents List, Excellence in Action Award | |

PROFESSIONAL EXPERIENCE

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| Noon | Dubai, UAE |
| Business Development Executive | June 2023-June 2024 |
| <ul style="list-style-type: none">Led end-to-end product onboarding from vendor sourcing to launch, aligning engineering, operations, and marketing teams to deliver 200+ new SKUsImproved vendor activation rates by 25% and reduced time-to-market by 15%, driving faster revenue captureManaged cross-functional launch initiatives, setting clear milestones and reporting progress to leadership to ensure alignment across business and technical stakeholdersDeveloped 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 |
| <ul style="list-style-type: none">Conducted financial analysis on project costs, revenue streams, and budget variances to support leadership in resource planning and contract negotiationsPartnered with finance and operations to align forecasts with actuals, improving vendor payment accuracy and optimizing resource allocationEvaluated 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 |
| <ul style="list-style-type: none">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

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| Uber Data Analysis and Time Series Forecasting |
| <ul style="list-style-type: none">Conducted in-depth analysis of 100K+ Uber ride records using Python and SQL to uncover patterns in demand by location and time of dayDeveloped actionable recommendations for optimizing driver dispatch and scheduling in high-traffic zones |
| Ziina Purple – Fintech Subscription Strategy |
| <ul style="list-style-type: none">Designed a market entry and product strategy for Ziina's premium subscription offering, integrating global fintech benchmarks, consumer behavior trends, and local cultural driversIdentified whitespace opportunities and high-ROI features (e.g., savings milestones, referral-based growth) to differentiate Ziina Purple in a crowded payments landscape |

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