

# AMAN KAURA

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## EDUCATION

<b>University of Southern California</b>	Los Angeles, CA
<b>Masters of Science in Business Analytics (STEM)</b>	December 2025
<ul style="list-style-type: none"><li>Coursework: Statistical Computing and Data Visualization, Applied Statistical Learning Methods, Machine Learning, Marketing Analytics, Strategy Consulting, SQL, Project Management, Data Driven Decision Making,</li><li>Organizations: Business Analytics Student Association (BASA), Graduate Marketing Association</li></ul>	
<b>University of Central Florida</b>	Orlando, FL
<b>Bachelor of Science in Business Economics</b>	May 2022
<ul style="list-style-type: none"><li>Honors: Deans List, Presidents List, Excellence in Action Award</li></ul>	

## PROFESSIONAL EXPERIENCE

<b>Noon</b>	Dubai, UAE
<b>Business Development Executive</b>	June 2023-June 2024
<ul style="list-style-type: none"><li>Led end-to-end product onboarding from vendor sourcing to launch, aligning engineering, operations, and marketing teams to deliver 200+ new SKUs</li><li>Improved vendor activation rates by 25% and reduced time-to-market by 15%, driving faster revenue capture</li><li>Managed cross-functional launch initiatives, setting clear milestones and reporting progress to leadership to ensure alignment across business and technical stakeholders</li><li>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</li></ul>	
<b>Robt Stone</b>	Abu Dhabi, UAE
<b>Financial Analyst Intern</b>	July 2022-January 2023
<ul style="list-style-type: none"><li>Conducted financial analysis on project costs, revenue streams, and budget variances to support leadership in resource planning and contract negotiations</li><li>Partnered with finance and operations to align forecasts with actuals, improving vendor payment accuracy and optimizing resource allocation</li><li>Evaluated multiple investment and project proposals, translating analysis into actionable recommendations that shaped investment priorities and informed executive decision-making</li></ul>	
<b>RCW Media Group</b>	Los Angeles, CA
<b>Market Research Intern</b>	January 2022-May 2022
<ul style="list-style-type: none"><li>Researched competitor positioning and audience behavior to refine segmentation and targeting strategies, increasing campaign ROI by 12%</li><li>Collaborated with creative, analytics, and account management teams to ensure brand-consistent deliverables and on-time execution for high-priority client campaigns</li></ul>	

## PROJECTS

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

## 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