

# Raghav Khurana

Chicago, IL (Willing to relocate on my expense) | (656) 200-4963 | [Portfolio](#) | [raghavkhurana1@gmail.com](mailto:raghavkhurana1@gmail.com) | [LinkedIn](#)

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## WORK EXPERIENCE

**Data Analytics Teaching Assistant** | University of South Florida, Tampa, FL August 2023 – December 2023

Key Skills: R, Statistical Analysis, Regression Analysis, Data Analysis, Hypothesis Testing, Academic Instruction

- Facilitated instruction for course "Analytical Methods for Business," **guiding 120+ students** through advanced statistical techniques, including **hypothesis testing, confidence intervals, inferential statistics, and Logistic Regression** using R.
- Managed assignment development, grading 50 assignments weekly, and conducted 4+ hours of weekly office hours, offering tailored academic support to technical (Graduate) and non-technical (MBA) student audiences.

**Data Engineering Research Assistant** | University of South Florida, Tampa, FL May 2023 – August 2023

Key Skills: Data Engineering, Data Warehousing, SQL, Data Engineering, Python, Dimensional Modeling, Tableau

- Led the end-to-end development of a Data warehouse and implemented a **SQLite3 ETL data pipeline in Python** using dimensional data modeling, resulting in a **20% increase in data processing efficiency**.
- Utilized **Data Analytics, Tableau, and Power BI** to analyze structured & unstructured data and contribute to the development of the 'Fundamentals of Information Technology' textbook **downloaded over 2000 times**.

**Data Analyst (Systems Engineer)** | TATA Consultancy Services July 2020 – June 2022

Key Skills: Digital Analytics, A/B Testing, API Integration, Retail Analytics, Data Visualization, Marketing Analytics

- Spearheaded end-to-end digital analytics initiatives, employing tools such as **Adobe Analytics, Customer Journey Analytics, and Google Analytics** to measure and optimize post-login digital sales, checkout funnel, user interaction tracking, and creating performance dashboards.
- Leveraged statistical techniques, research, and data-driven insights to tailor client experiences, **drive full-funnel productivity**, enhance customer engagement, and recommend solutions for anticipated roadblocks.
- Utilized **A/B testing** to optimize site flow, **analyze marketing campaigns** and reduce checkout flow choke points.
- Collaborated with **cross-functional, global teams** to analyze and interpret data trends, providing meaningful, actionable stories and insights to drive business outcomes for clients.

**Web Analytics Developer (Assistant Systems Engineer)** | TATA Consultancy Services August 2019 – July 2020

Key Skills: Software Engineering, Integration, Performance Optimization, JavaScript, Node.js, Salesforce, JIRA

- Owned and optimized release documentation, data dictionaries, data replications, and daily batch & catalog dump algorithms, **reducing failures due to database locking by 34%**.
- Contributed to the development key features including recommendation engine, search bar and filtering for a Retail B2C E-commerce website using **JavaScript, Node.js, ISML, jQuery, and Java** on **Salesforce Commerce Cloud** resulting in a **22% YoY increase in user traffic**.
- Optimized site traffic by **decreasing page load time by 25%**, improved CI/CD pipelines, and **automated daily status reports and data dashboards**.
- Leveraged web analytics to understand user behavior and preferences, thereby informing future strategy.

## EDUCATION

**Master of Science in Business Analytics & Information Systems**, University of South Florida, Tampa, FL

**Bachelors in Electronics and Communication Engineering**, SRM University, Delhi, India

## SKILLS

- Analytical Tools:** Adobe Analytics, Customer Journey Analytics, Google Analytics, Tableau, Power BI, QlikSense
- Programming Languages:** R, Python, SQL, Java, JavaScript, HTML, Node.js, SQLite3, NoSQL
- Analytical Methodologies:** Regression Analysis, Neural Networks, Machine Learning, Supervised/Unsupervised Learning, Clustering, Time-Series Analysis, Classification, Decision Trees.
- Miscellaneous Tools/Skills:** Git, JIRA, MS Office, Jupyter Notebooks, SDLC, Data Visualization, EDA, Statistics, Business Intelligence, Agile Methodology, Scrum, E-commerce, Databases, Oracle SQL, ETL, Googling.