

Raghav Khurana

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WORK EXPERIENCE

University of South Florida

Tampa, FL

Data Analytics Teaching Assistant

August 2023 – December 2023

- Facilitated instruction for course "Analytical Methods for Business," guiding students through statistical concepts, including **hypothesis testing**, **confidence intervals**, **GLM**, **ANOVA**, and **Logistic Regression** using **R Studio**.
- Managed assignment development, grading, and conducted regular office hours, offering tailored academic support to technical (Graduate) and non-technical (MBA) student audiences.

Data Warehousing Research Assistant

May 2023 – August 2023

- Developed a Data warehouse and implemented a **SQLite3 ETL pipeline** in **Python** using Kimball's **dimensional data modeling** approach for the State of Florida's CAPE Act.
- Utilized Data Analytics, Tableau, and PowerBI to contribute to the research and development of the 'Fundamentals of Information Technology' textbook published by Digital Commons @ University of South Florida.

TATA Consultancy Services (Client: At Home Stores LLC)

Remote (Plano, TX)

Data/Web Analyst

October 2020 – June 2022

- Spearheaded digital analytics initiatives, employing tools such as **Adobe and Google Analytics** to measure and optimize post-login digital sales, **checkout funnel**, and user interaction tracking.
- Leveraged robust research, analytics, and data-driven insights to tailor client experiences, **drive full-funnel productivity**, and enhance customer engagement.
- Partnered with marketing, leadership, product, and risk teams to ensure alignment and synergy for achieving overall objectives and future strategy.
- Utilized **A/B testing** to streamline website flow, **analyze marketing campaign results** and reduce checkout flow choke points.

Software Engineer

August 2019 – October 2020

- Contributed to key features including recommendation engine, search bar and filtering for a Retail e-commerce site 'athome.com' using **JavaScript**, **Node.js**, **ISML**, **jQuery**, and **Java** on **Salesforce Commerce Cloud**.
- Built and optimized daily batch job & catalog dump algorithms, **reducing failures due to database locking by 36%**.
- Worked on various process improvements for optimizing site traffic based on marketing analytics, focusing on optimizing page load speeds, leveraging machine learning based recommendation systems, and automating daily status reports.

PROJECTS

Image classification with Deep Learning (CNN, ResNet50, HuggingFace)

August 2022 – December 2023

- Developed a robust Convolutional Neural Network (CNN) model for image classification with an accuracy of 99.94% and independently compared the results with a pre-trained ResNet50 from hugging face.
- Improved model performance through **hyperparameter tuning**, employing evaluation metrics like confusion matrices, accuracy, and loss for comprehensive analysis.

Predictive Modeling using Time Series (ARIMA, Prophet, PowerBI, Tableau)

August 2022 – December 2023

- Applied regression and **predictive modeling** techniques to forecast demand and optimize product recommendations using 5 years of web captured customer survey data and presented comprehensive past and projected future trends, utilizing **Tableau**, **PowerBI**, and **R Studio** for impactful visualizations.

Analyzing Life expectancy variation across US with Statistical Models

August 2022 – December 2023

- Integrated and feature-engineered diverse datasets (2019-2023) from census reports, county health rankings, state health data, using **R Studio** and **Tableau Prep Builder** to discern factors contributing to the variance in life expectancy (66.8 to 86.8 years) across U.S. states.

- Conducted **correlation analysis**, identified key variables, and employed fixed effects and multi-level models to estimate variable impacts. Interpreted coefficients and furnished detailed recommendations on factors significantly influencing reduced life expectancy.

E-Commerce Website Development (E-commerce, Retail, HTML, JavaScript)

August 2022 – December 2023

- Led end-to-end development of a feature-rich e-commerce website, implementing seamless, user-centric design with Home Page, Product Display, and Landing Pages for optimal customer experience.
- Utilized **HTML, CSS, JavaScript, Python, and Flask** to create dynamic, responsive webpages and integrated with **chart.js** for interactive graphics, enhancing data visualization and fostering user engagement.

Why 'SONY' failed in the smartphone market – A Case Study

January 2023 – February 2023

- Researched and presented a [Case Review](#) for the Muma College of Business publication in February 2023.

EDUCATION

Master of Science in Artificial Intelligence and Business Analytics

GPA - 3.93

University of South Florida, Tampa, FL

August 2022 – December 2023

SKILLS

- **Analytical Tools:** Adobe Analytics, Google Analytics, Tableau, PowerBI, QlikSense, Weka, SAS E-Miner.
- **Programming Languages:** Python, Java, JavaScript, HTML, Node.js, RStudio, CSS, ISML.
- **Analytical Methodologies:** Regression Analysis, Supervised/Unsupervised Learning, Decision Trees, Clustering, Statistical Modeling, Time-Series Analysis, Classification, Logistic Regression, Neural Networks, Machine Learning.
- **Database and Libraries:** Oracle SQL Developer, SQLite3, MongoDB, NoSQL, Cassandra, Pandas, Keras, SciKit-Learn.
- **Visualization Tools:** Google Analytics, Tabpy, Plotly, Seaborn, Tableau, PowerBI.
- **Miscellaneous Tools:** Git, JIRA, Office Suite, Jupyter Notebook, Flask, Anaconda, TensorFlow, Matplotlib, Pytorch
- **Soft Skills:** Strategic thinking, Effective Communication, Leadership, Adaptability, Collaboration

TL;DR

Words I'd use to describe myself: **Curious. Coachable. Reliable. Adaptable. Strategic. Critical thinker.**