Raghav Khurana

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ACADEMIC BACKGROUND

Master of Science in Artificial Intelligence and Business Analytics **GPA - 3.93**
University of South Florida, Tampa, FL   August 2022 – December 2023

Bachelor of Technology in Electronics and Communication Engineering
SRM University, Delhi, India   July 2015 – May 2019

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

RELEVANT EXPERIENCE

Graduate Teaching Assistant, University of South Florida, Tampa, FL   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.

Research Assistant, University of South Florida, Tampa, FL   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.

E-Commerce Analyst/Developer, TATA Consultancy Services (TCS), Remote   August 2019 – June 2022
- Contributed to key features including recommendation engine, search bar and filtering for a Retail e-commerce site using **JavaScript, Node.js, ISML, jQuery**, and **Java** on **Salesforce Commerce Cloud**.
- 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.
- Enhanced and optimized daily batch job and catalog data dump algorithms**, reducing job failures by 36%.**
- Utilized **A/B testing** to streamline website flow**, analyze marketing campaign results** and reduce checkout flow choke points.
- Worked on various process improvements for optimizing site traffic based on marketing analytics, focusing on optimizing page load speeds, leveraging 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.

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