

Raghav Khurana

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

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.

WORK EXPERIENCE

Data Analyst (TA) | University of South Florida, Tampa, FL August 2023 – December 2023

Key Skills: R, Statistical Analysis, Time-Series, Regression, Demand Forecasting, Hypothesis Testing, Mentorship

- Assisted instruction for a graduate Analytics course, mentoring 120+ MS and MBA students through advanced statistical techniques, including **hypothesis testing, confidence intervals, and Logistic Regression** using R.
- Collaborated with faculty and business partners to identify demand forecasting opportunities and proposed solutions using **Time-series analysis, predictive modeling, statistical analysis, PowerBI, and feature engineering**.
- Developed, validated, and executed Time Series predictive models using **Autoregressive Integrated Moving Averages (ARIMA)** and python's 'Prophet' library, resulting in a **27% improvement** in forecasting accuracy.

Data Engineering Researcher | 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 Kimball's 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 used **across schools in the State of Florida**.

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 and checkout funnel, enable user interaction tracking, and create performance dashboards.
- Developed and Implemented CRO strategies, **increasing conversion rates by 45% from 2.11% to 3.07%**.
- 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 (Asst. 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**.
- Worked with product and marketing analytics teams to **gather requirements, identify gaps in site tracking**, implement **data-layer tagging**, brainstorm future expansion strategies, maintain **JIRA dashboards** and take ownership of software go-live **release documentation**.

PROJECT EXPERIENCE

December 2023 – August 2024

Educational Video Production for Data Analytics and Programming

- Developed and produced a series of **instructional videos** for graduate and undergraduate students, focusing on practical applications of **data analytics, data science and software engineering** using languages such as **R, Python, SQL, and HTML**.
- Demonstrated hands-on implementations of **neural networks**, including employing **pre-trained models** from platforms like **Hugging Face**, and utilizing **Power BI** for data visualization.
- Covered a wide range of topics including **version control and GitHub**, integrating and using **website analytics** software like **Google Analytics**, and **hosting websites**, enhancing the practical knowledge and skills of learners.

Image classification with Deep Learning (Convolutional Neural Networks, ResNet50, Hugging Face)

- Developed & implemented 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**, resulting in a **10% increase** in accuracy and a **5% decrease** in loss.

Analyzing Life Expectancy using Regression Modeling (R, Feature Engineering, Regression Analysis, Statistics)

- Utilized data engineering and feature engineering to clean & combine datasets from multiple sources, using **R Studio, inferential statistics, and Tableau Prep Builder** to explore, examine and interpret large volumes of data and discern factors contributing to the variance in life expectancy (66.8 to 86.8 years) across U.S. states.
- Conducted **correlation analysis** and identified key variables to assess data integrity, **employed fixed effects and multi-level models** to estimate variable impacts, document processing steps and results, and recommend additional data sources for improvements.

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

- 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 visualizations to effectively communicate analytical results & support business decisions.

EDUCATION

Master of Science in Business Analytics & Information Systems

GPA – 3.93/4

University of South Florida, Tampa, FL

August 2022 – December 2023

TL;DR

Words I'd use to describe myself: **Inquisitive. Coachable. Strategic. Curious. Reliable.**