

# Raghav Khurana

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## ACADEMIC BACKGROUND

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

GPA - 3.93

August 2022 – December 2023

Bachelor of Technology in Electronics and Communication Engineering  
SRM University, Delhi, India

July 2015 – May 2019

## SKILLS

- **Analytics 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 of Business," guiding students through statistical concepts, including **hypothesis testing, confidence intervals, GLM, ANOVA, and Logistic Regression** using **R Studio**.
- Managed assignment development and grading, conducted regular office hours, offering tailored academic support to graduate and MBA students.

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 Developer (Sys. Engineer), TATA Consultancy Services (TCS), Indore, India

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 Review

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.