

# 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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## SUMMARY

- Over 5 years of hands-on experience in data analytics and software development, adept at utilizing tools such as **Tableau, Power BI, and Web Analytics** to drive insights and facilitate decision-making processes.
- Expertise in an array of programming languages, including **R, Python, SQL, and JavaScript**, with a proven ability to apply advanced analytical methodologies such as **Regression Analysis, Machine Learning, and Time-Series Analysis** to effectively address intricate business challenges.
- Demonstrated proficiency in **end-to-end project implementation**, with a track record **spanning over 4 years**, encompassing **data analytics, software design, and visualization**. Consistently delivering comprehensive solutions and growth strategies through effective communication and presentation skills refined in both academic and professional settings.
- Excellent **leadership and collaboration** prowess across varied roles. Skilled in **fostering teamwork** and steering projects to successful fruition through adept **communication and coordination**.

## SKILLS

- **Analytical Tools:** Adobe Analytics, Google Analytics, Tableau, Power BI, QlikSense, SAS E-Miner.
- **Programming Languages:** R, RStudio, Python, SQL, Java, JavaScript, HTML, Node.js, Object Oriented Programming.
- **Analytical Methodologies:** Regression Analysis, Neural Networks, Machine Learning, Supervised/Unsupervised Learning, Clustering, Statistical Modeling, Time-Series Analysis, Classification, , Decision Trees.
- **Database and Libraries:** Oracle SQL Developer, SQLite3, NoSQL, Pandas, TensorFlow, NumPy, SciKit-Learn.
- **Visualization Tools:** Plotly, Seaborn, Tableau, Power BI.
- **Miscellaneous Tools/Skills:** Git, JIRA, MS Office, Jupyter Notebooks, Flask, Matplotlib, Pytorch, Google Cloud, SDLC, Data Visualization, EDA, Statistics, Business Intelligence, Agile Methodology.
- **Soft Skills:** Effective Communication, Collaboration, Detail-oriented, Leadership, Cooperation, Resilience.

## EDUCATION

*Master of Science in Artificial Intelligence & Business Analytics*

**GPA - 3.93**

University of South Florida, Tampa, FL

August 2022 – December 2023

## 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 advanced statistical techniques and mathematical analyses, including **hypothesis testing, confidence intervals, GLM, ANOVA, inferential statistics**, 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

- Led the end-to-end development a Data warehouse and implemented a **SQLite3 ETL data pipeline** in **Python** using Kimball's **dimensional data modeling** approach to organize, collect, and standardize data to generate insights, demonstrating proficiency in SQL, data engineering, data mining and statistical analysis.
- Utilized Data Analytics, Tableau, and Power BI to analyze structured & unstructured data and 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)

Remote (Plano, TX)

*Data/Web Analyst (Systems Engineer)*

July 2020 – June 2022

- Spearheaded end to end 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 advanced research, analytics, 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 website flow, **analyze marketing campaign results** and reduce checkout flow choke points.
- Collaborated with **cross-functional, global teams** to analyze and interpret data trends, providing actionable insights to drive business decisions and improve customer satisfaction.

#### *Software Developer (Assistant Systems Engineer)*

August 2019 – July 2020

- Contributed to the development key features including recommendation engine, search bar and filtering for a **Retail B2C Home-décor E-commerce** platform 'athome.com' using **JavaScript, Node.js, ISML, jQuery, and Java** on **Salesforce Commerce Cloud's** Storefront Reference Architecture (SFRA) platform.
- Owned and optimized daily batch & catalog dump algorithms, **reducing failures due to database locking by 34%**.
- Worked on various process improvements for optimizing site traffic based on marketing analytics, focusing on optimizing performance metrics, improving CI/CD pipelines, leveraging machine learning and AI based recommendation systems, and **automating daily data & status reports**.
- Leveraged data analytics tools to derive insights into user behavior and preferences, thereby informing feature development and optimization strategies aimed at **positioning a regional e-commerce website to compete with industry leaders**.

## PROJECTS

### Image classification with Deep Learning (Convolutional Neural Networks, ResNet50, HuggingFace)

- 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**, employing evaluation metrics like confusion matrices, accuracy, and loss for comprehensive analysis.

### Predictive Modeling using Time Series (ARIMA, Prophet, Power BI, Tableau)

- Collaborated with business partners to understand their problems and goals, identify opportunities to **implement data science solutions** using predictive modeling, **statistical analysis, and data engineering** to business problems.
- Developed, validated, and executed predictive models to detect patterns and recommend solutions.
- Presented comprehensive past and projected future trends, utilizing **Tableau, Power BI, and R Studio** for impactful visualizations and storytelling through data.

### Analyzing Life Expectancy variation with Statistical Models (R, Feature Engineering, 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.

## TL:DR

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