

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, Time-Series Analysis, Exploratory Data Analysis.
- **Miscellaneous Tools/Skills:** Git, JIRA, MS Office, Jupyter Notebooks, SDLC, Data Visualization, 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

- 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

- Led the end-to-end development of a **Data warehouse** and implemented a **SQLite3 ETL data pipeline** using **Data Engineering & 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

- Spearheaded end-to-end digital analytics initiatives, employing tools such as **Adobe Analytics**, **Adobe Customer Journey Analytics**, and **Google Analytics** to **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

- Owned and optimized release documentation, data dictionaries, data replications, daily batch & catalog dump algorithms, and pricing feeds, **reducing failures due to database locking by 34%**.
- Contributed to the development of key features including recommendation engine, search bar and filtering for a Retail B2C **E-commerce website** using **Salesforce Commerce Cloud** resulting in a **22% YoY increase in user traffic**.
- Optimized site traffic by **decreasing page load time by 25%** and **automated daily status reports and data dashboards**.
- Worked with product and marketing teams to **gather requirements**, **identify gaps in site tracking**, implement **data-layer tagging**, brainstorm future expansion strategies, maintain **JIRA dashboards** and software go-live **release documentation**.

PROJECT EXPERIENCE

December 2023 – September 2024

Educational Video Production for Data Analytics and Programming

- Created instructional videos for data analytics and software engineering using **R**, **Python**, **SQL**, and **HTML**, covering **neural networks**, **pre-trained models**, statistics, Power BI, GitHub, Google Analytics, and website hosting.

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

- Developed a CNN model for image classification with **99.94% accuracy**, tuning **hyperparameters** to achieve a **10% accuracy increase** and a **5% reduction in loss** compared to a pre-trained ResNet50 from Hugging Face.

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

- Utilized **R Studio** and **Tableau Prep Builder** for data cleaning and feature engineering to analyze life expectancy variance across U.S. states, employing **regression analysis**, **fixed effects**, and **multi-level models** to identify key variables.

EDUCATION

Master of Science in Business Analytics & Information Systems

GPA – 3.93/4

University of South Florida, Tampa, FL

August 2022 – December 2023