Latisha Khorana

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EDUCATION

William & Mary, Raymond A. Mason School of Business – Williamsburg, VA
Master of Science, Business Analytics (STEM) | Expected May 2026
Relevant Coursework: Statistical Modeling, Machine Learning, Econometrics, Optimization, Time Series, Data Mining, Predictive Analytics

Thammasat University, Thammasat Business School – Bangkok, Thailand
Bachelor of Business Administration – Marketing & Finance | June 2021

TECHNICAL SKILLS

- **Programming & Databases:** Python, R, SQL, Database Management
- **Statistical Methods:** Regression, Time Series Forecasting, Monte Carlo Simulation, Hypothesis Testing, Econometrics, Predictive Modeling, Risk Analysis, Optimization
- **Machine Learning & Analytics:** Classification, Clustering, Feature Engineering, A/B Testing, Scenario Analysis
- **Visualization Tools:** Tableau, Advanced Excel, Dashboard Development, Data Wrangling
- **Finance & Quant Tools:** Financial Modeling, P&L Management, Sensitivity Analysis, Market Trend Analysis

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EXPERIENCE

Graduate Assistant – William & Mary | Williamsburg, VA | Aug 2025 – Present
- Applied statistical analysis in grading and developing coursework, ensuring accuracy in advanced analytics assignments.
- Provide technical support to setting up IDE's and ensuring python and R files render or operate smoothly for both the in-person and online degree.

Manager (Promoted from Assistant Manager) – TikTok Shop Operations | Bangkok, Thailand | Jan 2024 – Jul 2025
- Built econometric pricing models and cost–benefit analyses, influencing SEA-wide revenue policy after uncovering –0.27% GMV inefficiency.
- Developed predictive models to forecast demand elasticity and optimize pricing, retaining 36% of high-priced orders.
- Restructured P&L using financial modeling and sensitivity analysis, improving margins from –5% to +45% and generating $1M in 2 months.
- Implemented Balanced Scorecard with statistical tracking, doubling product adoption (+100%) and cutting per-head costs 53%.
- Conducted time series analysis of market trends to identify seasonal drivers and forecast revenue patterns across SEA markets.

Senior Associate & Team Lead (Former Management Trainee, TH & VN) – Shopee | Bangkok, Thailand | Jul 2021 – Dec 2023
- Designed forecasting dashboards and regression-based models to project campaign performance, driving ~50% MoM growth.
- Constructed microloan pricing models using risk analytics, achieving 15% adoption in the first month and saving $85M.
- Streamlined VN operations with data-driven frameworks, improving CSAT +200% and reducing backlog –10%.
- Co-managed mega campaign P&L (11.11 & 12.12), conducting scenario simulations contributing to +35% YoY GMV.
- Developed auction mechanism analytics, achieving +588% engagement through stochastic modeling of bid distributions.

LEADERSHIP & ACTIVITIES

MSBA Graduate Council, William & Mary | Aug 2025 – Present
- Planned and hosted events to strengthen peer connections and class relationships.

Graduate Council, William & Mary | Aug 2025 – Present
- Serve on International Advisory Committee, contributing quantitative insights into global strategy initiatives.

Tech Summit Committee, William & Mary | Aug 2025 – Present
- Designed and delivered Python workshops on applied analytics and quantitative modeling for cross-cohort students.