

# NIMAGNA HAZRA

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**Analytics professional with 3+ years of experience** delivering data-driven strategies that empower impactful organizations

## EDUCATION

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

*M.S. Business Analytics (STEM) (GPA: 3.8/4.0)*

Dec 2024

- UCLA Anderson Merit Fellowship recipient
- Machine Learning, Statistical Modeling, Causal Inference, Optimization, Customer Analytics, Time Series Forecasting

### NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR

Durgapur, India

*B.Tech. Electronics and Communications Engineering (GPA: 8.8/10)*

Jun 2020

- Graduated with First Class and Distinction, ranking within the top 10% of the class
- Awarded Indian Academy of Science Summer Research Fellowship

## TECHNICAL SKILLS

**Languages:** SQL, SAS, R (Shiny, dplyr, ggplot2), Python (Pandas, Numpy, Scikit-learn, Plotly-Dash, Flask), HTML, CSS, JS  
**Software:** AWS, Google Cloud Platform, Snowflake, Tealium, Celebris, Salesforce, Optimizely, Adobe DMP, Tableau, Looker  
**Additional skills:** ML(LR, SVM, RF), Customer Data Platform Management, Conversion Rate Optimization, Hypothesis testing

## PROFESSIONAL EXPERIENCE

### RAYLIANT GLOBAL ADVISORS

Pasadena, CA

*Data Analyst Intern*

Jul 2024 – Aug 2024

- Advanced Salesforce **CRM** analytics to generate acquisition, retention, and financial insights for strategic decisioning
- Streamlined business intelligence and marketing reports using advanced Excel to strategize \$8M AUM growth in 2 months
- Optimized SEO performance using Semrush and devised paid-search strategies via AdWords, driving 10% retail growth

### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

*Data Analyst and Visualization Intern*

Dec 2023 – Dec 2024

- Led ESG data analysis for the S&P500 using **Python**, building statistical models of 300+ metrics to uncover key insights on corporate sustainability, enabling innovative research methodologies, reports and publications
- Developed **Tableau** dashboards and dynamic web applications using **Python-DASH** to democratize the data and support sustainability strategy development of over 25 U.S. firms across 10+ industries

### HSBC

Kolkata, India

*Senior Data Analyst*

Sep 2022 – Aug 2023

- Enhanced data cleaning, aggregation and analysis using **SQL** to consolidate disparate data sources of omnichannel ad campaigns and developed paid-media attribution reports on **Looker** that optimized digital marketing expenditure by 40%
- Engineered **customer segmentation** framework based on demographic, behavioral and financial data for personalization campaigns and ad-targeting that furthered marketing ROI worth \$50K annually
- Analyzed clickstream and customer journey data to improve website performance, boosting retail product sales by 20%
- Conducted A/B tests on product pages, randomizing treatment with **Optimizely** and analyzing 1M+ sessions to establish statistically significant enhancements, increasing conversion rates by 36%

*Data Analyst*

Aug 2020 – Aug 2022

- Directed customer data platform management across 17 international markets, supporting \$100K incremental annual revenue through **KPI** engineering, data modeling, knowledge transfer and cross-functional business consultation as a global SME
- Created a web app on **Python-Flask** that implemented **k-means clustering** on customer data and visualized profiling metrics, increasing accessibility of advanced analytics to stakeholders and automating 2 FTEs' workflow
- Designed an anomaly detection framework using **network-graphs** to flag fraudulent activities, reducing losses by 15%

## RESEARCH AND PROJECTS

- Applied statistical analysis on time-series data using **MATLAB**, estimating hurst exponent to examine the correlation of earth tides with geological activities, co-authoring a [research publication](#) in an international journal and conference
- Formulated credit default prediction models based on payment history and demographic data, performing model selection of **Random Forest**, tuning hyperparameters and achieving an F-score of 0.78 to enable early intervention strategies
- Developed gas price prediction model using **ARIMA** and **LSTM** reducing forecasting error by 70%

## PERSONAL

- Interested in photography and led a team of 30 artists and photographers as **President** of the Creative Club at NIT Durgapur, honing leadership skills and project management capabilities to deliver collaborative projects and organize events
- Volunteered for social impact projects focused on sustainability, diversity, inclusion and rural development
- Awarded '[Team Star](#)', '[Extra Miler](#)' and 'EMEA - Best Team' by HSBC and KVPY scholarship by the Government of India