

NIMAGNA HAZRA

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Data analyst with 3+ years of experience in driving data-driven business strategies that empower impactful organizations

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

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

Expected Dec 2024

- UCLA Anderson Merit Fellowship recipient
- Machine Learning for Decision Making, Statistical Modeling, 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
- 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

Los Angeles, CA

Data Analyst Intern

Jul 2024 – Aug 2024

- Streamlined **business intelligence** and marketing performance analyses to strategize AUM growth worth \$8M in 2 months
- Led web data analyses to enhance **SEO** and paid-search marketing campaigns to boost retail customer growth by 10%
- Advanced **Salesforce** CRM analytics to optimize acquisition, retention, and performance insights for strategic decisioning

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Data Analyst and Visualization Intern

Jan 2024 – Present

- Implemented ESG data analysis for the S&P500 using **Python** by analyzing over 300 metrics to generate key insights on corporate sustainability that enabled formulation of novel research methodologies and publications
- Developed advanced data visualizations and dashboards using **Tableau** and dynamic web applications using **Python-DASH** to democratize the data and support sustainability strategy development of over 25 US firms across 10+ industries

HSBC

Kolkata, India

Senior Data Analyst

Sep 2022 – Aug 2023

- Enhanced ad-campaign data aggregation and analysis using **SQL** and **BigQuery** to consolidate disparate data sources and develop media-attribution reports that optimized digital marketing budget allocation
- Engineered **customer segmentation** model for personalized campaigns that furthered marketing ROI worth \$50K annually
- Boosted conversion rate of product website through **funnel and clickstream** data analysis, A/B testing and webpage optimization, improving monthly retail product sales by 20% and cross-selling by 17%

Data Analyst

Aug 2020 – Aug 2022

- Directed customer data platform management across 17 international markets, supporting incremental annual revenue of \$100K through **behavioral insights** and **KPI** generation, **data modeling** and business case consultation as a global SME
- Created a **Python**-Flask-based web app 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 uncover fraudulent transactions

RESEARCH AND PROJECTS

- Analyzed time-series data using statistical analysis in **MATLAB** to examine correlations of earth tides and geological activities, co-authoring a [research publication](#) in an international journal and a national conference
- Formulated heart disease prediction models based on medical history and demographic data using Random Forest and Decision Trees, improving prediction accuracy by 18% and enabling 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