Rohan Khurana

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EDUCATION

University of Washington (UW), Seattle, U.S.A. | *GPA – 3.89/4*   **Sep 2019 – Jun 2021 (Expected)**

Master of Science, Information Management (Dual Specialization in Business Intelligence and Data Science)
Coursework - Policy and Ethics in Information Management, Management and Strategic Leadership, Foundations of Information Management, Machine Learning and Econometrics, Relational Database Management Systems
Served as a Reader-Grader for LIS 583 Cross Cultural Principles of Leadership under Dr. Miranda Belarde-Lewis in Spring 2020.

Birla Institute of Technology and Science (BITS), Pilani, India | *GPA – 3.8/4*   **Aug 2015 – Jun 2019**

Bachelor of Engineering, Chemical Engineering
Coursework – Probability and Statistics, Principles of Economics, Numerical Methods, Engineering Mathematics, Symbolic Logic

SKILLS

Programming Languages	Python, R, SQL, HTML, CSS, Shell Programming
Packages and Frameworks	NumPy, Pandas, Scikit-Learn, Matplotlib, NLTK, caret, ggplot2, tidyverse
Softwares and Tools	R Studio, SSMS, Postgres, AWS, SharePoint, Tableau, JIRA, Jupyter, MATLAB, MS-Office

EXPERIENCE

Data Science Intern, Colaberry Inc., Boston (Remote), USA   **June 2020 – Present**

- Creating new training content on Reinforcement Learning, Deep Learning concepts along with updating existing content.
- Building end-to-end Data Science projects, starting from data sourcing, analysis, feature engineering and model building to Reporting and presenting actionable business insights for consultation and learning platform.

Business Development Analyst Intern, InMobi Group, Bengaluru, India   **Jan 2019 – Jun 2019**

- Managed InMobi's Affiliate Platform (PaaS), overseeing mobile marketing, advertising and analytics services for global supply partners and generating $80MM annual revenue (1/3 of total revenue).
- Oversaw data-driven integration and relationship building of 43 global publisher clients through API and assigned tailored campaigns, establishing KPI targets to lift revenue by $550,000 (+4% YoY) and supplemented operational efficiency by 20 %.
- Streamlined delivery, billing, and reversal management across all campaigns by working with cross-functional teams – sales, delivery, finance, legal etc. to align on client business strategies and expectations.
- Established descriptive statistical analysis on campaign performance data to identify fraud sources (e.g. bot traffic, impression laundering, etc.), decreasing annual advertiser campaign reversal rate by 25%.
- Supported clients and advertisers to identify trends for revenue growth through data analysis and visualization of campaign performance data using Tableau and MS-Excel.
- Owned platform operational excellence and all JIRA-related client requests, upholding a 2-day SLA for all client resolutions.

PROJECTS

Business Recommendation for Lodging Marketplace, UW, Seattle   **Feb 2020 – Present**

- Analysing Stayzilla (Indian lodging start-up) and Airbnb Boston, US listing data to forecast India's property-sharing marketplace dynamics using regression modelling and benchmarking key metrics (pricing, amenities, etc.).
- The listing data consists of over 12,000 listings from both the regions (India and US) in total and is used to build lodging marketplace-related dashboards to compare prices, amenities, locations, etc. across various global marketplace entities.
- Performed sentiment analysis on Airbnb Boston reviews (68,000 entries) to generate sentiment score for each property type using Python and Tableau and explored the possibility of tags through text mining.

Song Classifier in Genre based on Audio Data (GitHub)   **Dec 2019**

- Developed a song genre classifier from a dataset comprising of songs from two genres (Hip-Hop and Rock) based only on track information obtained from Echonest (now part of Spotify) using Python.
- Trained data using Decision Tree and Logistic Regression models. Fine tuning with cross-validation resulted in model accuracies of 73% and 77% with Decision Tree and Logistic Regression models respectively.

Data Analysis and Product Development Project, InMobi, India   **Mar 2019**

- Spearheaded product improvement and client onboarding with the anti-fraud team, increasing new client count by 30%+ and annual revenue by $360,000.
- Analysed publisher performance reports and performed statistical and root cause analysis to establish KPIs that identified fraud-related activity across multiple ad campaign delivery standards (e.g., geo-location, MTTR, etc.).

RECOGNITION

DubsTech Datathon   **Feb 2020**

Placed 2nd among 18 teams at UW's Datathon team event, performing FIFA 2015 data analysis that predicts soccer clubs which are most suitable for player (< 25 years old) career growth and development.

Network Management Workshop by Nettech Pvt. Ltd.   **Oct 2016**

Top 10% (of 140+ participants) among disciplines such as Computer Science, Mathematics, etc. that covered topics such as network management, shell programming and application layer protocols.