Vasu Khanna

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EDUCATION

W. P. Carey School of Business, Arizona State University Aug 2024 – Dec 2025
Master of Science, Business Analytics Tempe, AZ
GPA: 4.00/4.00

University of Delhi, Shri Ram College of Commerce Jul 2018 – Jun 2021
Bachelor of Commerce New Delhi, IN

PROFESSIONAL EXPERIENCE

Operations & Business Analyst Intern May 2025 – Aug 2025
BANGERS SNACK INC. San Francisco, CA

- Collaborated with marketing & operations to define digital adoption metrics **(activation, retention, funnel drop-off)** and **mapped customer journeys for SAP-integrated launch trackers**, **enabled 300+ stores** to meet readiness goals.
- Automated BI dashboard (SQL + Apps Script + Looker Studio) by documenting data requirements, integrating SKU-expiry-pallet data across 6+ product lines, and standardized refresh cycles, which **reduced manual errors by 90%** and **improved timeliness by 96%**.
- Designed event taxonomy for SKU expiry, at-risk alerts, and sell-through KPIs, **reduced product waste by 12%** and improved SKU traceability.
- Standardized pallet-ID reconciliation processes, built lightweight ETL aligned to SAP/NetSuite and documented SOPs, **eliminated duplicate pallet records and enabled real-time SKU-level audits.**
- Coordinated business and digital requirements for D2C e-commerce launch (website deployment, Amazon FBA, inventory planning), **generated $3.1K+ revenue from 71 orders with 5.7K+ sessions (May-Jul 2025).**
- Created HubSpot + GA4 data mart to track lead quality and campaign attribution, applied DoE for improving sourcing decisions, **reduced CAC by 8%.**

Marketing & Brand Analyst Intern May 2023 –Jun 2023
DG BREW TECHNOLOGIES New Delhi, IN

- **Analyzed** stakeholder requirements and **prioritized** SEO/SEM initiatives by integrating GA4 + Adobe Analytics dashboards, which **increased online visibility by 25%** and **strengthened** digital brand positioning.
- Designed self-serve GA4 dashboards in Looker Studio and standardized KPI definitions (traffic, bounce, conversion, rankings), which **produced a 15% rise in engagement**.

Data Analyst Intern Oct 2022 – Apr 2023
ESC INDIA New Delhi, IN

- Analyzed two years of export performance data using Python with cross-functional teams and **formulated six KPIs** (e.g., market share, export frequency, product performance index), which **contributed to a 15% increase in promotion effectiveness.**
- **Documented** digital reporting requirements and **automated BI pipelines (SQL + Power BI) for 200K+ sales records**, standardized refresh cadence and **reduced manual effort by 30%** via stored procedures and CTEs.
- Refactored 20+ complex SQL queries per week using **window functions, CTEs, and indexing** to improve latency by 35% and **reduce redundancy by 26%**, enabling faster digital reporting cycles.

RESEARCH EXPERIENCE

Research Assistant Jan 2025 – Present
INFORMATION SYSTEMS LAB – Arizona State University Tempe, AZ

- Documented functional requirements and Improved Alzheimer's detection model transparency by annotating medical images and restructuring 5 subclasses, enhanced explainability, supported training of state-of-the-art computer vision models, and **achieved 95% accuracy**, strengthening data-driven healthcare decisions.
- Facilitated digital adoption studies using Power BI + GA4 dashboards, designed A/B tests for campaign optimization, and produced insights that **increased LinkedIn visibility by 27.2% MoM.**
- Partnered with UI/UX and engineering teams to design drone detection dashboard reports with mAP50 and F1-score, produced validated results that **showed a 30% improvement over baseline**, improved feature adoption, and strengthened the case for defense funding.

PROJECT EXPERIENCE

Arizona State University

- **Grocery Store Review Analysis:** Built an insight deck from 8,000+ Yelp reviews (NLP, regression/classification), **which achieved 98.4% sentiment accuracy** and guided pricing & inventory decisions for stakeholders.
- **Road Crack Detection & Repair Prioritization:** Trained a **deep learning segmentation model** to detect cracks in bike lane images, **achieved 91% accuracy and a Dice score of 0.81.** Developed a severity-based prioritization framework with dashboards to help city planners allocate repair resources based on safety impact.

SKILLS & ACTIVITIES

- **Business & Digital Analysis:** BRD/FRD, User Stories, Functional Specifications, Customer Journey Mapping, Event Taxonomy, KPI/OKR Frameworks, BPMN, Visio, SIPOC, RACI, UAT, Change Management, SOP/Policy Documentation, Agile/Scrum, Jira/Confluence
- **Analytics & Reporting:** GA4, GTM, Adobe Analytics, HubSpot, Salesforce CRM, A/B & Multivariate Testing, Attribution Modeling, Campaign Analytics, SQL, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), R, Power BI (DAX), Tableau, Looker Studio, Ad-hoc Reporting, KPI/Metric Definitions (semantic layer, guardrails, SLAs), Statistical Analysis, Machine Learning (exposure)
- **Platforms & Tools**: Data Quality & Lineage, Data Modeling (Snowflake, ER Diagramming), ETL Automation (CTEs, Stored Procedures, Apps Script), Audit Readiness & Risk Assessments, MS Excel (Power Query, automation), BigQuery, Snowflake, MS SQL Server, Power Apps, IBM Cognos, Oracle Analytics (OBIEE), Amazon QuickSight, Azure Data Studio, SPSS, Minitab, EC2, AWS SageMaker, SAP (Inventory modules)