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

- Gathered and documented business requirements across marketing & operations, defined KPI frameworks and prepared functional specifications for SAP-integrated launch trackers, **enabled 50% store readiness across 300+ outlets.**
- Automated an executive KPI dashboard **(SQL + Apps Script + Looker Studio)** that integrated SKU-expiry-pallet data across 6+ product lines, which **reduced manual errors by 90%** and **improved refresh timeliness by 96%.**
- Mapped as-is/to-be inventory workflows and implemented FEFO/FIFO with expiry-at-risk alerts, **reduced product waste by 12%** and improved SKU traceability **(Lean Six Sigma).**
- 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 cross-functional launch of a D2C e-commerce system (website deployment, Amazon FBA, velocity-based planning), **generated $3.1K+ revenue from 71 orders with 5.7K+ sessions (May-Jul 2025).**
- Designed a supplier data mart (HubSpot + trend data) and created evaluation criteria (DoE), **delivered 8% cost savings** through system-driven sourcing decisions.

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

- Analyzed stakeholder requirements and market trends to prioritize SEO/SEM initiatives, **which increased online visibility by 25% and strengthened 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.**
- Developed automated BI reporting systems (SQL + Power BI) for 200K+ 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 reporting and smoother UAT sign-off.

RESEARCH EXPERIENCE

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

- Documented 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 cross-functional reviews (engineering, UI/UX) and **produced stakeholder reports showing a 30% improvement vs. baseline**, supporting system adoption.
- Established a reporting framework for A/B test results in Power BI + GA4, **produced a +27.2% MoM increase** in LinkedIn visibility and aligned content strategy with stakeholder goals.

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 & Stakeholders:** Requirements (BRD/FRD, User Stories), Functional Specifications, Process Mapping (BPMN, Visio, SIPOC, RACI), KPI/OKR Frameworks, Change Management (stakeholder workshops, adoption), UAT, SOP/Policy Documentation, Lean Six Sigma, Project Methodology (Agile/Scrum, Waterfall), Jira/Confluence, Regression, A/B Testing, Experiment Design, Statistical Analysis, Machine Learning
- **Data & Reporting:** SQL, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), R, Power BI (DAX), Tableau, Looker Studio, MS Excel (Power Query, automation), Ad-hoc Reporting, KPI/Metric Definitions (guardrails & SLAs), Data Quality & Lineage, Data Modeling (Star/Snowflake, ER Diagramming), ETL Automation (CTEs, Stored Procedures, Apps Script), Audit Readiness & Risk Assessments
- **Platforms & Tools**: Salesforce, HubSpot, GA4, GTM, BigQuery, MS SQL Server, Power Apps, IBM Cognos, Azure Data Studio, SPSS, Minitab