Vasu Khanna

vkhann13@asu.edu

+1 (480) 796-9732

www.linkedin.com/in/vasu-khanna10

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

- Designed and automated **ETL pipelines** (SQL, Apps Script, Looker Studio) integrating SKU-expiry-pallet data across 6+ product lines, **reduced manual errors by 90% and improved refresh timeliness by 96%.**
- Modeled star-schema marts (inventory, movements, sales) and built a lightweight metric layer for FEFO/expiry-at-risk, delivered real-time SKU-lot visibility, **reduced write-offs by 12% and strengthened demand forecasting**.
- Standardized data quality rules, created field/metric contracts, and documented SLAs, added freshness and volume monitors that **improved trust in dashboards and reduced ad-hoc requests by 30%.**
- Built automated ID generation & reconciliation pipelines aligned to SAP/NetSuite, **eliminated duplicate pallet records and enabled real-time validation for audits**.
- Consolidated a supplier data mart (HubSpot + market trend tables) structured for Design of Experiments, produced insights **that reduced procurement costs by 8%.**
- Integrated Amazon FBA and website analytics with inventory trackers, delivered demand dashboards that supported forecasting and **generated $3.1K+ revenue during the pilot launch.**

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

- Redesigned digital marketing strategy through industry trend analysis and SEO/SEM optimization, **lifted 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

- Automated BI pipelines (SQL + Power BI) for 200K+ sales/export records by integrating stored procedures and CTEs, **reduced manual intervention by 30% and standardized refresh cadence.**
- Refactored 20+ complex SQL queries weekly with indexing and window functions, **improved query latency by 35%** and **reduced redundancy by 26%, which enabled faster reporting.**
- Partnered with cross-functional teams to define six KPIs (market share, export frequency, product performance index), **produced insights that improved promotion effectiveness by 15%.**

RESEARCH EXPERIENCE

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

- Engineered reproducible data pipelines to support **Alzheimer's detection research**, restructuring medical image subclasses into five categories, standardizing preprocessing workflows, and documenting lineage, results improved model explainability and **achieved 95% accuracy**.
- Built visualization frameworks to evaluate **drone detection models** using mAP50 and F1-score, standardized metric definitions and delivered dashboards that demonstrated a **30% performance improvement**, strengthening the case for defense funding.
- Designed and automated a **GA4 + SQL-based experimentation framework** for multichannel marketing analysis, integrated A/B test results into Power BI dashboards and uncovered insights that drove a **27.2% increase in LinkedIn visibility**, aligning content strategy with stakeholder goals.

PROJECT EXPERIENCE

Arizona State University

- **Grocery Store Review Analysis:** Developed an NLP pipeline in Python to process **8,000+ Yelp reviews** using regression and classification models, **achieved 98.4% sentiment accuracy**. Automated preprocessing steps and built dashboards that highlighted stockouts and service delays, guided pricing and inventory strategies.
- **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

- **Data Engineering & Analytics:** SQL, Python (pandas, NumPy), ELT/ETL, dbt (models, tests, docs), Apps Script automation, Data Contracts & Validation Rules, Semantic & Metric Layer, CDC & SCD-2 concepts, CI/CD (GitHub Actions), A/B & Multivariate Testing, Monitoring/Testing, Regression & Classification, Statistical Analysis, Machine Learning (exposure)
- **Warehousing, Modeling & BI:** BigQuery, Snowflake (exposure), SQL Server, Dimensional Modeling, ERD, Lineage & Documentation, Refresh SLAs, Power BI (DAX), Tableau, Looker Studio, Excel (Power Query), HubSpot as sources, QuickSight/Cognos/Oracle Analytics (exposure)
- **Cloud, Tools & Process**: GCP, AWS (EC2, SageMaker), Azure Data Studio, Git/GitHub, Agile & Scrum, Jira & Confluence, Visio & BPMN, SOPs & Change Control, Audit Readiness & Risk Assessments, Terraform / IaC (exposure), Docker (exposure), Power Apps, SPSS, Minitab