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

- Designed A/B experiments for product launches, analyzed adoption metrics in **SQL + Power BI**, achieving an **11% conversion uplift QoQ**.
- Defined SKU-level **event schema** (expiry-at-risk, stockouts, demand triggers), which enabled adoption tracking and feature usage dashboards.
- Automated a BI dashboard (**SQL + Apps Script + Looker Studio**) integrating SKU-expiry-pallet data across 6+ product lines, reduced **manual errors by 90%** and improved **refresh speed by 96%**.
- Orchestrated the launch of a D2C ecommerce channel by leading website deployment, Amazon FBA integration, and velocity-based inventory planning, **generated $3.1K+ revenue through 71** orders with 5.7K+ sessions during May–July 2025.
- **Automated** pallet-ID generation & reconciliation, lightweight **ETL (Apps Script + SQL)** aligned to SAP/NetSuite, which eliminated duplicate pallet records.
- **Created** a supplier data mart (**HubSpot + trend data**) and applied **DoE** for sample evaluations, informed sourcing decisions that delivered **8% cost savings**.

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.
- Developed GA4 + SEO dashboards in **Looker Studio**, monitored **organic traffic, bounce, conversion,** and **keyword rankings**, 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.**
- Designed, implemented, and maintained automated BI reporting systems by **building SQL-based ETL processes for 200K+ sales records**, integrating stored procedures and CTEs to streamline monthly reporting and reduce manual intervention.
- Refactored 20+ complex SQL queries per week using **window functions, CTEs, and indexing** to improve latency by 35% and **reduce redundancy by 26%**.

RESEARCH EXPERIENCE

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

- Executed product-style experiments by designing **A/B tests,** defining **guardrail metrics, a**nd visualizing **retention cohorts in SQL + Power BI**, uncovering insights that **drove +27.2% MoM engagement**.
- **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**, delivering clinician-readable outputs.
- Partnered with technical and UI/UX teams to evaluate drone detection system performance using mAP50 and F1-score, crafted visual reports that highlighted a **30% improvement over baseline**, bolstering department's case for defense funding.

PROJECT EXPERIENCE

Arizona State University

- **Grocery Store Review Analysis:** Built an **NLP pipeline to analyze 8,000+ Yelp reviews** from Arizona grocery stores using **regression and classification techniques**, which achieved **98.4% sentiment accuracy.** Identified key satisfaction drivers like stockouts and service delays, delivering insights that 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

- **Programming:** Python (NumPy, Pandas, Keras, Matplotlib, Seaborn, Scikit-learn), R, SQL
- **Product Analysis & Modeling:** A/B & Multivariate Testing, Experiment Design, Guardrail Metrics, Event Taxonomy, Cohort & Funnel Analysis, Predictive Modeling, Regression, NLP, Sentiment Analysis
- **Data Management & Engineering:** ETL Automation (Stored Procedures, CTEs, Google Apps Script), Semantic Layer/Metric Definitions, Data Modeling & Warehousing (Star/Snowflake), SSIS, Data Quality & Lineage
- **Platforms & Tools:** Power BI (DAX), Looker Studio, Tableau, Excel (Advanced automation & VBA-equivalent scripting), GA4, HubSpot, GTM, BigQuery, MS SQL Server, Azure Data Studio, SPSS, Minitab, SAP (Inventory modules – exposure), EC2, AWS SageMaker