# 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
- Automated a BI dashboard (SQL + Apps Script + Looker Studio) that integrated SKU-expiry-pallet **data across 6+ product lines**, reduced **manual errors by 90%** and improved **refresh speed by 96%**, ensuring reporting accuracy.
- Defined KPI metric standards for SAP-integrated campaign trackers, **which improved data consistency** and **enabled 50% store readiness across** 300+ Extra Mile outlets.
- **Automated** pallet-ID generation & reconciliation **built lightweight ETL (Apps Script + SQL) aligned to SAP/NetSuite, which eliminated duplicate pallet records and improved lineage tracking.**
- Implemented FEFO/FIFO logic with expiry-at-risk alerts, improved **SKU traceability** and reduced **product waste by 12%**, extending shelf-life.
- Created a supplier data mart (HubSpot + trend data) and applied DoE, **ensured validated sourcing datasets that delivered 8% cost savings.**
- Orchestrated the launch of a D2C ecommerce channel (website deployment, Amazon FBA, velocity-based inventory planning), monitored **data integrity** across transactions that **generated $3.1K+ revenue (71 orders, 5.7K+ sessions, May–Jul 2025).**

**Marketing & Brand Analyst Intern**                                                                                May 2023 –Jun 2023
DG BREW TECHNOLOGIES                                                                                                                    New Delhi, IN
- Redesigned digital marketing dashboards with validated trend datasets and SEO/SEM signals, **ensured data accuracy** that improved **online visibility by 25%** and strengthened brand positioning.
- Developed GA4 + SEO dashboards in Looker Studio, applied data hygiene checks **(UTMs, traffic filters)** and monitored organic traffic, bounce, conversion, and keyword rankings, **which produced a 15% rise in engagement.**

**Data Analyst Intern**                                                                                                    Oct 2022 – Apr 2023
ESC INDIA                                                                                                                                          New Delhi, IN
- Designed and maintained automated BI reporting systems (**SQL + Power BI**) for 200K+ sales records, **reduced manual intervention by 30%** and ensured data validation through **stored procedures and CTEs**.
- Refactored **20+ SQL queries/week** with indexing + window functions, **improved latency by 35%** and **reduced redundancy by 26%**, strengthening overall data quality.
- **Analyzed** two years of export data, **formulated 6 KPIs** (market share, export frequency, PPI), which **resulted in a 15% increase** in promotion effectiveness with validated outputs.

## RESEARCH EXPERIENCE

**Research Assistant**                                                                                                      Jan 2025 – Present
INFORMATION SYSTEMS LAB – Arizona State University                                                                        Tempe, AZ
- **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.
- **Partnered** with technical/UI teams to evaluate drone detection models, produced validated reports that **showed a 30% improvement vs baseline and supported funding.**
- Executed **SQL-driven A/B testing**, applied data quality checks **and reporting guardrails** in Power BI + GA4, **produced a +27.2% MoM increase** in LinkedIn visibility.

## 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

- **Data Quality & Governance:** Data Validation, Data Lineage, Metric Definitions, Data Contracts, Semantic Layer Design, Audit Readiness
- **Programming:** SQL, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn), R
- **BI & Reporting:** Power BI (DAX), Tableau, Looker Studio, Excel (Power Query, automation)
- **Data Analysis & Modeling:** Predictive Modeling, Regression, A/B & Multivariate Testing, NLP, Statistical Analysis, Sentiment Analysis, Machine Learning, Cohort & Funnel Analysis, Experiment Design
- **Data Management & Engineering:** ETL Automation (CTEs, Stored Procedure, Google Apps Script), Data Modeling & Warehousing (Star/Snowflake), SSIS
- **Platforms & Tools:** BigQuery, MS SQL Server, SPSS, Minitab, GA4, HubSpot, GTM, SAP (Inventory modules), EC2, AWS SageMaker