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

- Engineered a business intelligence dashboard for real-time supply chain visibility integrating Google Forms, Google Sheets, **Apps Script, and Looker Studio**, automating SKU-expiration-pallet tracking across 6+ product lines, **reducing manual entry errors by 90% and improving update speed by 96%.**
- Coordinated supply chain readiness for a major promotional launch, ensuring 50% store readiness **across 300+ Extra Mile locations**, integrated campaign tracking into **SAP-based workflow** for product availability planning.
- Applied **Lean Six Sigma-based FIFO/FEFO** logic to enhance SKU-expiration traceability, optimize shelf-life, and cut product waste.
- Automated pallet ID generation and reconciliation, enabling real-time stock movement updates and SKU-level audits, structured as a lightweight ETL pipeline aligned with **SAP and NetSuite workflows.**
- 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.
- Optimized procurement by creating a HubSpot supplier database, analyzing oil and spice trends, and using **Design of Experiments** for sample testing and proposal evaluations, **driving 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, **lifting online visibility by 25%** and strengthening brand positioning.
- Collected and analyzed data from **Google Analytics and SEO tools** and monitored key performance indicators (KPIs) such as organic traffic, bounce rate, conversion rate, and keyword rankings via custom dashboards in Google Analytics on Looker Studio.

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

- Coordinated with cross-functional teams to analyze two years of export performance data using **Python** and formulated six KPIs, including market share by country, export frequency, and product performance index, **contributing 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 boost database response time by 35% and **reduce redundancy by 26%,** streamlining analytics downstream.

RESEARCH EXPERIENCE

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

- Improved clinical AI model transparency for Alzheimer's detection by **annotating medical images** and restructuring core classes into five detailed subclasses, enhancing explainability and supporting training of state-of-the-art computer vision models, **achieving 95% accuracy** and strengthening data-driven healthcare decisions.
- 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.
- Executed multichannel performance marketing analysis by designing **A/B tests**, querying data in SQL, and **visualizing behavioral trends via Power BI and GA4**, uncovered insights that drove a **27.2% increase in LinkedIn visibility** and enhanced content strategy alignment.

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**, achieving up to **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, **achieving 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
- **Data Analysis & Modeling:** Predictive Modeling, Regression, A/B & Multivariate Testing, NLP, Statistical Analysis, Sentiment Analysis, Machine Learning
- **Data Management & Engineering:** ETL Pipelines, Data Warehousing, Data Modeling, SSIS, Google Apps Script
- **Platforms & Tools:** Power BI (DAX), Looker Studio, Tableau, Excel (Advanced automation & VBA-equivalent scripting), Azure Data Studio, BigQuery, Snowflake, MS SQL Server, SPSS, Minitab, GA4, HubSpot, GTM, SAP (Inventory modules – exposure), EC2, AWS SageMaker