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

- **Partnered with stakeholders** to gather reporting requirements, **automated BI dashboards (SQL + Apps Script + Looker Studio)** across 6+ product lines, **reduced manual errors by 90% and improved refresh speed by 96%**.
- Developed **KPI frameworks** for SAP-integrated campaign trackers, **which enabled 50% store readiness** across 300+ Extra Mile outlets and **improved promo availability planning**.
- Implemented FEFO/FIFO logic with expiry-at-risk alerts, **improved SKU traceability, reduced product waste by 12%,** and extended shelf-life for supply chain stakeholders.
- **Led cross-functional alignment** during the launch of a D2C ecommerce channel (website deployment, Amazon FBA, velocity-based planning), **generated $3.1K+** revenue through 71 orders and 5.7K+ sessions (May–Jul 2025).
- Created a supplier data mart (HubSpot + trend data) and applied DoE, delivered insights that guided sourcing and **produced 8% cost savings**.
- **Built lightweight ETL** (Apps Script + SQL) aligned to SAP/NetSuite, **eliminated duplicate pallet records** and **enabled SKU-level audits supporting compliance reviews.**

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

- Redesigned digital marketing strategy through **competitor/industry analysis** and SEO/SEM optimization, **increased online visibility by 25%** and strengthened brand positioning.
- **Collaborated with marketing stakeholders** to develop GA4 + SEO dashboards in Looker Studio, **produced a 15% rise in engagement** by enabling performance tracking across organic traffic, bounce, conversion, and keyword rankings.

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

- **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.
- **Designed and maintained** automated BI reporting systems (**SQL + Power BI**) for 200K+ sales records, **reduced manual effort by 30%** and improved reporting timeliness.
- Refactored **20+ SQL queries/week** with indexing + window functions, **improved latency by 35%** and **reduced redundancy by 26%**, enabling faster stakeholder reporting.

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, and visualizing retention cohorts in SQL + Power BI, **produced a +27.2% MoM** increase in LinkedIn visibility and **secured 4 high-signal reposts** that informed content strategy.
- **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 and UI/UX teams to evaluate drone detection system performance using mAP50 and F1-score, **produced reports that showed a 30% improvement vs baseline** and **supported 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 & Modeling:** SQL, Python (pandas, NumPy, matplotlib, seaborn, scikit-learn, Keras), R, Predictive Modeling, Regression, A/B & Multivariate Testing, NLP, Statistical Analysis, Sentiment Analysis, Machine Learning
- **Data Management & Governance:** ETL Automation (Apps Script, Stored Procedures, CTEs), ETL Pipelines, Data Modeling & Warehousing (Star/Snowflake), SSIS, Data Privacy Standards, Data Lineage & Quality, Semantic Layer Definitions, Cloud Platforms (AWS, Azure, GCP)
- **BI & Tools:** Power BI (DAX), Tableau, Looker Studio, Excel (Power Query, VBA automation), GA4, HubSpot, BigQuery, MS SQL Server, SAP, AWS SageMaker, EC2, Azure Data Studio, SPSS, GTM, JIRA