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 and automated large-scale **ETL pipelines** using **SQL, Apps Script, and Looker Studio dashboards** to integrate SKU-expiration data across **6+ product lines**, improving **data quality by 90%** and enabling **real-time reporting**.
- Developed **SQL-driven workflows** and integrated **SAP-based reporting** to ensure accuracy across **300+ retail locations**, supporting **forecasting, product availability, and launch readiness**.
- Implemented **data quality rules** and **FIFO/FEFO logic** into automated tracking pipelines, ensuring **standardization, traceability, and compliance** with inventory controls.
- Built automated **ID generation and reconciliation pipelines**, applying ETL workflows across **SAP and NetSuite datasets** to streamline **audit compliance** and enable near **real-time data validation**.
- Integrated **Amazon FBA, website analytics, and inventory trackers** into dynamic dashboards, enabling **sales forecasting** and achieving **$3.1K+ revenue** during pilot launch.
- Created a **supplier data mart** integrating **HubSpot and market-trend datasets**, applying **Design of Experiments (DOE)** to optimize sourcing and reduce procurement costs by **8%**.

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

- Conducted **data-driven trend analysis** and automated **KPI dashboards** (**GA4, Looker Studio, Tableau**) to standardize performance metrics, boosting **visibility by 25%** and supporting enterprise analytics.
- Engineered **automated KPI pipelines** by integrating **Google Analytics and SEO tools**, enabling monitoring of **conversion rates, traffic, and retention metrics** via **Tableau dashboards**.

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

- Partnered with stakeholders to analyze **200K+ records** using **Python and SQL**, engineering **KPIs** that improved **business forecasting accuracy** and increased campaign effectiveness by **15%**.
- Built **SQL-based ETL workflows** to standardize **200K+ sales records**, leveraging **stored procedures and CTEs** to reduce manual reporting effort and increase **process efficiency**.
- Optimized **20+ SQL queries weekly**, applying **indexing and advanced functions** to enhance **database performance by 35%** and improve scalability of **analytics pipelines.**

RESEARCH EXPERIENCE

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

- Collaborated with **Data Science teams** to preprocess and annotate **healthcare datasets**, integrating **explainability into Python-based pipelines** and achieving **95% accuracy** in Alzheimer's detection while ensuring **compliance with healthcare data standards**.
- Applied **Agile methods** to develop **validation frameworks** and **Power BI/Tableau dashboards**, improving **model performance by 30%** and providing **actionable insights** for defense funding justification.
- Built **SQL-driven data pipelines** and **A/B testing frameworks**, applying **Power BI and GA4** to visualize **behavioral trends** and optimize digital engagement (**+27.2% visibility**), aligned with **enterprise-scale analytics practices**.

PROJECT EXPERIENCE

Arizona State University

- **Grocery Store Review Analysis:** Designed an **NLP pipeline** to preprocess and analyze **8,000+ Yelp reviews** using **SQL, Python, regression, and classification models**, achieving **98.4% sentiment accuracy**. Delivered **insights on stockouts and service delays** that informed **pricing and inventory strategies**.
- **Road Crack Detection & Repair Prioritization: Trained a deep learning segmentation model** and built a **pipeline** 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, Data Privacy Standards, Cloud Platforms (AWS, Azure, GCP)
- **Platforms & Tools:** Power BI (DAX), Looker Studio, Tableau, Excel (Advanced automation & VBA-equivalent scripting), Azure Data Studio, BigQuery, Snowflake, MS SQL Server, SPSS, GA4, HubSpot, GTM, SAP (Inventory modules – exposure), EC2, JIRA, AWS SageMaker