Vasundra Khosa

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SUMMARY

Self-driven and experienced business analytics major with an educational background in data science, visualization and descriptive and predictive analytics applications. I am passionate to apply Artificial Intelligence and Machine Learning to solve real-world problems. A professional with strong background of leading business analytics projects in diverse domains of software, marketing and operations.

EDUCATION

W. P. Carey School of Business at Arizona State University   August 2022 – May 2023
Master of Science in Business Analytics | GPA: 4.0/4.0 (with Distinction)   Tempe, *AZ*
- Relevant Coursework: AI & ML Applications, Data Mining, Deep Learning, Descriptive & Predictive Statistics, Business Process Analytics, Database Management Systems, Analytical Decision Making & Optimization Tools, Deep Learning, Digital Marketing

Warwick Business School, University of Warwick   October 2018 – September 2019
Master of Science in Management of Information Systems and Digital Innovation | CGPA: 67/100 (with Merit)   Coventry, UK
- Relevant Coursework: Digital Business Strategy, Business Intelligence, SAP, Cybersecurity, Project Management

Nirma University   July 2013 – June 2017
Bachelor of Technology Computer Engineering | CGPA: 7.2/10 (First Class with Merit)   Ahmedabad, India

PROFESSIONAL EXPERIENCE   (3 years 5 months)

Cintas Corporation, *Business Analytics Intern*   January 2023 – May 2023
- Led a team working on developing strategic business insights that enabled executive management to gain actionable insights into their demand fulfillment process across over 1000 products. Highlighted product demand trends and seasonality through 4 interactive and user-friendly **Tableau dashboards** on SAP data.
- Built a predictive model to **forecast product sales** at multiple distribution centers for various material groups employing advanced forecasting techniques such as statistical method (SARIMA), exponential smoothening and machine learning algorithms implemented in Python, highlighted opportunities to reduce excess safety stock by 50% resulting in **$15.1M savings.**

Bennett Coleman and Co. Ltd. (The Times Group), *Deputy Manager – Business Analyst*   January 2022 – August 2022
- Managed a team responsible for designing and innovating asset governance policies and standard operating procedures to ensure complete software and hardware compliance across the organization using **GRC module of SAP** to track software allocation requests leading to **100% compliance** across all group companies.
- Defined KPI's and created business relevant **PowerBI dashboards** and detailed excel trackers for internal stakeholders to visualize utilization of hardware assets to review and analyze optimization of software utilization resulting in **savings of $7.7M**.

Karcher Cleaning Systems Pvt. Ltd., *Marketing Analyst*   December 2019 – December 2021
- Managed search and display campaigns on Amazon and Flipkart with the budget of $8M leading to **increase in sales by $80M** by implementing customer segmentation and re-targeting based on demographics.
- Evaluated metrics effecting website traffic, curated SEO content for content management system (Typo3) by deploying tools like **Google Analytics, Adobe Analytics, Google Search Console** and communicated insights to leadership.
- Initiated collaboration with cross-functional teams and negotiation with vendors to ensure compliance for branding 14 channel-partner shops PAN India and **procurement of marketing collaterals worth $1M**.

Continuum ElectroProducts LLP, *Business Analyst*   July 2017 – March 2018
- Developed SQL database and **programmed complex SQL queries** to extract, transform, load, and analyze the data to explore the current product stock status resulting in a decline of 10% inventory costs.
- Worked in **agile environment** and used Jira dashboard for project management tasks monitoring project progress.

PROJECT EXPERIENCE

- **Solar Energy Analysis-** Built predictive models using **Monte Carlo simulation** to analyze relationship between energy demand, solar-panel generation and temporal changes in the energy costs predicting the savings of a household by using solar panels.
- **Career Center Survey Process-** Developed a **Tableau dashboard** highlighting insights about gap in survey drop rate and implemented **Lean Six Sigma DMAIC strategy** resulting in an **increase of 25% response rate** of ASU career center survey process.
- **Visualization of Medical Records -** Created a **Tableau dashboard** utilizing **SQL data extraction** and transformation to visualize clinical data including electronic health records, facilitating data-driven decision making for critical clinical scenarios.
- **Image Classification –** Optimized a **Convolution Neural Network(CNN)** model for CIFAR-10 image recognition using **Keras** library with InceptionV3 and DenseNet models and preprocessed images using **NumPy** array achieving 85% accuracy.

SKILLS & ACTIVITIES

- **Computer Skills:** SAP, MySQL, Python, Tableau, C#, .NET, Microsoft Excel, Minitab, QlikSense, PowerBI, HTML, PowerPoint
- **Technical Skills:** Data Visualization, Business Intelligence, Machine Learning, Data Analytics, Natural Language Processing, Design Thinking by IBM, SPSS, Data Modeling, Insight generation, Lean Six Sigma Green Belt certification, Regression, Data Warehouse
- **Interests:** A sustainability enthusiast with a passion to explore Europe and savor its diverse chocolates.