NIMAGNA HAZRA

Los Angeles, California
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Analytics Professional with **3+ years of experience** in strategizing data-driven decisions that empower billion-dollar businesses

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
M.S. Business Analytics (MSBA) (GPA- 4.0/4.0)   Expected Dec 2024
- UCLA Anderson Merit Fellowship recipient
- Machine Learning for Decision Making, Prescriptive Modelling, Optimization, Customer Analytics, Operations Analytics

NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR   Durgapur, India
B.Tech. Electronics and Communications Engineering (GPA – 8.8/10)   Jun 2020
- Graduated with First Class and Distinction, ranking within the top 10% of the class
- Selected for Summer Research Fellowship Program 2018 by the Indian Academy of Sciences

TECHNICAL SKILLS

Languages: SQL, R (Shiny, dplyr, ggplot2), Python (Pandas, Numpy, Scikit-learn, Plotly, Dash, Flask), HTML, CSS, Javascript
Software: Google Cloud Platform, AWS, Tealium, Celebrus, Optimizely, Adobe Data Management Platform, Tableau, Looker
Additional skills: ML(LR, SVM, RF), Customer Data Platform Management, Conversion Rate Optimization, A/B Testing

PROFESSIONAL EXPERIENCE

HSBC   Kolkata, India
Senior Analyst   Sep 2022 – Aug 2023
- Cleaned, aggregated and structured ad-campaign data using SQL and BigQuery to develop marketing-attribution report and engineered customer-segmentation model for ad-targeting that enabled digital marketing optimization worth $20K annually
- Designed and implemented Conversion Rate Optimization strategy of digital channel for a Middle Eastern market through funnel analysis, UX optimization and hypothesis testing, improving product sales by 10%, increasing cross-sale opportunities by 7% month-on-month and securing a spot in the list of top 7 impactful projects pitched to the global COO

Analyst   Aug 2020 – Aug 2022
- Provided digital data enablement through deployment, upscale and utilization of customer data platform across 17 markets, supporting incremental value north of $100K yearly through performance analysis, data visualization, consultation on business use cases and ad-hoc market support as a global subject matter expert
- Developed 4 innovative cloud-based applications that served as zero-coding interfaces to non-technical business stakeholders for seamlessly applying intricate analytical algorithms to customer data and automated 2 FTE worth of analysis backlog.

RESEARCH AND PROJECTS

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Data Analyst and Visualization Intern   Jan 2024 – Present
- Modelled ESG data from S&P500 companies using Python and constructed dynamic visualization dashboards using Tableau and Python-DASH, supporting research publications and enabling firms to meet their sustainability goals

NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR   Durgapur, India
Undergraduate Research Assistant   Jan 2018 – Jun 2020
- Analyzed Geothermal time-series data using statistical analysis in MATLAB to uncover seasonal trends and examine correlational effects of earth tides on geological activities, leading to a [research publication](#) in the international journal – *Annals of Geophysics* and a poster publication at the *Conference on Non-Linear Systems and Dynamics* 2018

LEADERSHIP AND AWARDS

- Led a team of 30 artists and photographers as **President** of the Creative Club at National Institute of Technology Durgapur to manage and deliver projects, plan and pitch annual budgets and negotiate commissioned activities
- Awarded '**Team Star**' and '**Extra Miler**' awards of 2021 and '**EMEA - Best Team'** award of 2022 by HSBC
- Selected for KVPY scholarship - a prestigious national program in India for exceptional scientific aptitude, critical thinking and commitment to innovation

PERSONAL

- Volunteered for social impact projects focused on sustainability, diversity, inclusion and empowerment as member of *National Service Scheme* at NIT Durgapur and *Employee Resource Group* and *Climate Action Network* at HSBC
- Passionate about photography, fiction, coffee and Formula 1