Bikram Khaira

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Education

University of California, Berkeley — **Berkeley, CA**
Master of Information and Data Science — Dec 2024

University of California, Berkeley — **Berkeley, CA**
Bachelor of Arts, Double Major in Data Science and Economics — May 2021

Experience

Lark Health — **Mountain View, CA**
Data Analyst — Mar 2022 – Present

- Devised custom metrics and KPIs to measure business success. Built interactive visualizations for data exploration, making it easy for stakeholders to understand
- Enhanced data processing workflows, constructing efficient data pipelines using AWS, GA4, and Funnel.io to facilitate seamless data analysis and integration via APIs
- Led A/B testing initiatives, analyzing results and identifying significant effects. This data-driven approach led to a 35% decrease in customer acquisition cost
- Utilized SQL, Python, and R for data processing and analysis of large datasets, automated workflows for accuracy and efficiency while implementing data validation

Alpha Impact — **San Francisco, CA**
Data Analyst — June 2021 – Mar 2022

- Interpreted data, provided actionable data insights for Marketing and Engineering teams
- Crafted data reports and dashboards with Python, SQL, and Google Sheets to highlight data trends and growth potential for Marketing and Product teams
- Leveraged Google Analytics and Tag Manager to optimize user flow within the web application, enhancing user experience and engagement
- Executed successful marketing and social media tactics, resulting in a 40% increase in users within the first 3 months

humanID — **Cambridge, MA**
Marketing Data Analyst — May 2020 – June 2021

- Established automated CRM with visual data KPIs in Google Sheets for company meetings
- Executed A/B testing on landing pages and user flow using Wix and WordPress, driving improvements in user engagement and conversion rates
- Examined and interpreted Google Analytics data, leading to a 12% increase in campaign effectiveness and enhance social media presence, resulting in increased platform users by 50% over 6 months
- Engineered a Twitter Bot Detection algorithm using a Random Forest Classifier model and data from Twitter API in Python and Java to identify live bot activity

Skills

- Scraping and collecting large amounts of data from social media platforms (Reddit, Twitter, Telegram, and Discord) using AWS, EC2, RDS, SQL, and Python (Beautiful Soup, Twitter API, Discord API, Reddit API, Telegram API)
- Applying advanced statistical methods in Python for customer behavior segmentation, leading to data-driven insights that informed marketing strategies, resulting in engagement and business growth
- Versed in various statistical models including Random Forest, Linear, Ridge, and Lasso Regression, and Logistic Regression for prediction
- Data manipulation, processing and analysis using R (Dplyr, Glmnet, Stringi) and Python (NumPy, Pandas, Sklearn, Matplotlib, Seaborn, StatsModel API)