

# Raiyan Afiz

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## Technical Skills

**Data Analysis:** SQL, Excel, Python  
**Data Visualization:** Tableau, Power BI, Excel  
**Database:** Google BigQuery, MySQL

## Experience

<b>Technical Product Manager</b> <i>3dot</i>	<b>Oct 24 - Present</b> <i>Toronto, ON</i>
<ul style="list-style-type: none"><li>Streamlined the development processes by meticulously <b>documenting 70+</b> feature enhancements and defects on Confluence, resulting in <b>saving 2 hours</b> of development time.</li><li>Enhanced product usability by conducting in-depth product audits, leading to a <b>16% increase</b> in user and client satisfaction.</li><li>Analyzed user behavior and identified key enhancements, resulting in a projected <b>18% reduction</b> in support tickets.</li></ul>	
<b>Business Intelligence Analyst Co-op</b> <i>SkipTheDishes</i>	<b>May 22 - Aug 23</b> <i>Toronto, ON</i>
<ul style="list-style-type: none"><li>Led a cross-departmental effort to develop a KPI dashboard, used by <b>over 40 stakeholders</b> to make confident data-driven decisions while <b>improving data accuracy by 27%</b>.</li><li>Uncovered actionable insights using SQL by conducting comprehensive and ad-hoc data analyses, shaping strategic decisions and <b>reducing operations cost by \$100k+</b>.</li><li>Created dynamic Tableau dashboards which empowered stakeholders with intuitive insights, <b>saving stakeholders 1.2 hours per week</b>.</li><li>Strengthened data integrity by identifying and documentation <b>over 11 issues</b>, improving analytics <b>accuracy by 13%</b>.</li><li>Delivered tailored presentations translating complex data to empower stakeholders, earning <b>95%+ positive</b> feedback.</li></ul>	
<b>Junior Digital Marketing Strategist</b> <i>HomeLife Today Realty Ltd.</i>	<b>Jan 21 - Apr 21</b> <i>Toronto, ON</i>
<ul style="list-style-type: none"><li>Analyzed Meta and Google ad campaigns and implemented data-driven adjustments that <b>boosted ROI by 16%</b>.</li><li>Managed integration of analytics tools to track campaign performances, enabling <b>33% faster reporting time</b>.</li></ul>	

## Projects

<b>Lancers Athletic Management Software</b>
<ul style="list-style-type: none"><li>Designed and optimized database schemas in MySQL to ensure seamless storage and retrieval of data.</li><li>Designed Power BI dashboards to visualize performance metrics, providing actionable insights for coaches and team management.</li><li>Created technical documentation to facilitate future updates and onboarding for non-technical users.</li></ul>
<b>Toronto Open Data</b>
<ul style="list-style-type: none"><li>Built a robust ETL pipeline with Python to seamlessly integrating Toronto Open Data into MySQL.</li><li>Extracted actionable insights by analyzing complex datasets with Excel, SQL, and Power BI, to uncover key patterns and trends.</li></ul>

## Education

<b>University of Windsor</b> <i>Bachelor of Science – Computer Science</i>	<b>Windsor, ON</b> <i>June 2024</i>
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