Raiyan Afiz

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Technical Skills

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

Experience

Technical Product Analyst   Oct 24 - Present
3dot   *Toronto, ON*
- Streamlined the development processes by meticulously **documenting 70+** feature enhancements and defects on Confluence, resulting in **saving 2 hours** of development time.
- Enhanced product usability by conducting in-depth product audits, leading to a **16% increase** in user and client satisfaction.
- Analyzed user behavior and identified key enhancements, resulting in a projected **18% reduction** in support tickets.

Business Intelligence Analyst Co-op   May 22 - Aug 23
SkipTheDishes   *Toronto, ON*
- Led a cross-departmental effort to develop a KPI dashboard, used by **over 40 stakeholders** to make confident data-driven decisions while **improving data accuracy by 27%**.
- Uncovered actionable insights using SQL by conducting comprehensive and ad-hoc data analyses, shaping strategic decisions and **reducing operations cost by $100k+.**
- Created dynamic Tableau dashboards which empowered stakeholders with intuitive insights, **saving** stakeholders **1.2 hours per week**.
- Strengthened data integrity by identifying and documentation **over 11 issues**, improving analytics **accuracy by 13%**.
- Delivered tailored presentations translating complex data to empower stakeholders, earning **95%+ positive** feedback.

Junior Digital Marketing Strategist   Jan 21 - Apr 21
HomeLife Today Realty Ltd.   *Toronto, ON*
- Analyzed Meta and Google ad campaigns and implemented data-driven adjustments that **boosted ROI by 16%**.
- Managed integration of analytics tools to track campaign performances, enabling **33% faster reporting time**.

Projects

Lancers Athletic Management Software
- Designed and optimized database schemas in MySQL to ensure seamless storage and retrieval of data.
- Designed Power BI dashboards to visualize performance metrics, providing actionable insights for coaches and team management.
- Created technical documentation to facilitate future updates and onboarding for non-technical users.

Toronto Open Data
- Built a robust ETL pipeline with Python to seamlessly integrating Toronto Open Data into MySQL.
- Extracted actionable insights by analyzing complex datasets with Excel, SQL, and Power BI, to uncover key patterns and trends.

Education

University of Windsor   Windsor, ON
Bachelor of Science – Computer Science   *June 2024*