

# Raiyan Afiz

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## Experience

### SkipTheDishes

Toronto, ON

*Business Intelligence Analyst Co-op*

*May 22 - Aug 23*

- 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 25%.
- Uncovered actionable insights by conducting comprehensive and ad-hoc data analyses, that shaped strategic decisions and reduced operations cost by 20%
- Created dynamic Tableau dashboards which empowered stakeholders with intuitive interdepartmental insights, increasing data-driven decisions by 40% and stakeholder efficiency by 30%.
- Delivered tailored presentations translating complex data to empower stakeholders, resulting in a 12% increase in operational efficiency and earning over 95% positive feedback.
- Identified and documented over 10 data integrity issues, strengthening analytics accuracy by 15% and increasing stakeholder trust by 25%.

### HomeLife Today Realty Ltd.

Toronto, ON

*Junior Digital Marketing Strategist*

*Jan 21 - Apr 21*

- Analyzed Meta and Google ad campaigns and implemented data-driven adjustments that boosted ROI by 15% and enhanced lead generation by 20%.
- Managed integration of analytics tools to track campaign performances, enabling 30% faster reporting and improving campaign performance by 15%
- Developed and optimized landing pages that diversified ad formats by 30%, increased customer trust by 25% and boosted user engagement by 15%.
- Launched innovative ad campaigns, expanding reach by 70 thousand and increased customer engagement by 40%.

## Projects

### Lancers Athletic Management Software

*University of Windsor*

*Sep 23 - April 24*

- Developed and optimized database schemas in MySQL to ensure seamless storage and retrieval of athlete performance 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 and pandas, 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*

- Graduated with Honors
- Gained extensive experience simplifying complex topics as a Teaching Assistant for 5 courses

## Technical Skills

SQL, Google Sheets, Microsoft Excel, Tableau, Power BI, pandas, Google BigQuery, MySQL, Python, Java, JavaScript, C, C++, C#, HTML, CSS, React, Android Studio, Git, GitHub, Bitbucket, JIRA, Confluence, Agile Methodology, Google Cloud Platform, Microsoft Word, Google Slides, Microsoft PowerPoint