

REZOON RASHEED

+1 (518) 606 0698 | linkedin.com/in/rezoon-rasheed-3a057b223 | rrasheed1@babson.edu

EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA
MS in Business Analytics Candidate | Current GPA: 3.50

September 2024 - December 2025

Courses: Programming For Business Analytics (Python) | Advance Programming for Business Analytics (Python) | Machine Learning for Business (R Programming) | Marketing Analytics | Storytelling for Business (Tableau)

LAHORE SCHOOL OF ECONOMICS, Lahore, Pakistan
Bachelor's in Business Administration | GPA: 3.33

August 2019 - May 2023

- Major in Marketing and Minor in Mathematics and Data Analytics

WORK EXPERIENCE

Service Industries Limited, Lahore, Pakistan
Business Operations Coordinator/Analyst, March 2024 - August 2024

October 2023 - August 2024

- Conducted comprehensive market analysis for the Export Footwear and Tire division (covering Indian, Chinese, and Japanese markets) using advanced Excel analytics, identifying a 10% potential cost savings in raw materials and pinpointing areas to improve alignment with foreign market standards
- Assisted in a cross-functional team to implement new productivity benchmarks that boosted capacity utilization from 75% to 85% and increased quarterly profits by 7%, equating to an additional \$1.5 million in revenue
- Streamlined the Management Trainee Officer (MTO) recruitment process for over 200 candidates, reducing time-to-hire by 20% and improving candidate satisfaction ratings by 15% through more efficient shortlisting, interview scheduling, and panel coordination

Project Intern, October 2023 - January 2024

- Analyzed key inconsistencies in the firm's job grading system, impacting over 20% of roles, and devised a targeted resolution plan that reduced role misclassification by 30%
- Developed standardized Job Descriptions (JDs) for 7 distinct job grades, encompassing over 100 unique positions, which improved workforce alignment and accelerated the HR review process by 15%

ANALYTICAL PROJECTS

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA
Business Analytics Specialist (Collaboration with "Go Daddy Inc")

September 2024 - December 2025

- Analyzed five-year survey datasets to identify trends and opportunities for targeted marketing, boosting customer engagement and revenue
- Developed an interactive R Shiny dashboard to visualize user behaviors in real time, enabling data-driven decisions that increased marketing ROI by 15% through targeted marketing campaigns

Data Reporting Automation Developer (Collaboration with "AdvantageCEO")

- Automated a Python-based pipeline that converts leadership-assessment survey data into tailored PDF reports at individual, company, and cross-company levels, cutting turnaround time by more than 90 %.
- Created automated executive summaries and interactive visuals (radar & violin plots, PCA clusters, gap analyses) that surfaced alignment gaps across five leadership dimensions for C-suite and board audiences.

Independent Student Researcher

- Built an interactive Tableau dashboard to analyze 2,000,000+ Blue Bikes ridership records, highlighting the top 5 stations (accounting for 35% of total rides), peak usage hours, and usage trends, leading to a 20% improvement in bike rebalancing and operational efficiency
- Performed Market Segmentation on a 20,907 user Champion dataset using SAS Studio RFM analysis, revealing a 25% high-value segment contributing 40% of total revenue and enabling targeted retention strategies that increased repeat purchases by 10%

SKILLS

- **Programming:** Python, R, SQL
- **Data / BI:** Tableau, R Shiny, Excel, Azure Data Studio
- **Analytics:** Data Visualization, Predictive Analytics, Time Series, Segmentation (RFM), Data Cleaning
- **Soft Skills:** Communication, Teamwork, Critical Thinking, Problem Solving, Presentation
- **Languages:** English, Urdu, Punjabi