REZOON RASHEED

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

EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA   September 2024 - December 2025
MS in Business Analytics Candidate | Current GPA: 3.50

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   August 2019 - May 2023
Bachelor's in Business Administration | GPA: 3.33
- Major in Marketing and Minor in Mathematics and Data Analytics

WORK EXPERIENCE

Service Industries Limited, Lahore, Pakistan   October 2023 - August 2024
Business Operations Coordinator/Analyst, March 2024 - 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   September 2024 - December 2025
Business Analytics Specialist (**Collaboration** with **"Go Daddy Inc"**)
- 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