

REZOOON RASHEED

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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