

ROHAN SAXENA

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EDUCATION

Western University & Ivey Business School

BESc Mechatronic Systems Engineering with HBA (GPA 3.88/4.0)

TECHNICAL SKILLS

Data Analytics: Python, Excel, SQL, Google Analytics, Matplotlib, Seaborn, MATLAB, PowerBI, Pandas

Machine Learning / AI: Tensorflow, SciKit Learn, NLP (spaCy, NLTK), Keras, Flair

Design & Project Management: Figma, Miro, Jira, Confluence, PowerPoint, A/B Testing

WORK EXPERIENCE

Senior Analyst - Product Manager | Toronto, Ontario

Present

BMO

- Leveraged credit card behaviour data to design personalized marketing campaigns; increased PA acquisition by 4%
- Streamlined decision-making by developing an automated **PowerBI dashboard** for credit card acquisition reports

Pro-Bono Consultant | London, Ontario

Fall 2023

IBM

- Developed a data pipeline using **Python** and **PowerBI** for a non-profit organization to monitor water quality and biodiversity health for Georgian Bay; solution used by government parties and corporate stakeholders

Data Engineer | London, Ontario

May 2023 - Apr 2024

LobbyIQ

- Saved operations team ~10,000 hours by creating various **Python** data scrapers to extract information for dashboards
- Leveraged **natural language processing** to perform aspect-based sentiment analysis in parliamentary debates and meetings to extract actionable insights and trends in Canadian government parties

Machine Learning Engineer | Toronto, Ontario

Winter 2023

Borealis AI, RBC

- Created a recipe **recommendation system** with **Python** using matrix factorization to tackle food waste and meal planning for college students; achieved RMSE of 4.75 and was voted Best Presentation/Model by program leads
- Designed a **word embedding system** using **Word2Vec** to find similar recipes and smart substitutions for users; reduced time complexity by a factor of 50 and allowed users to achieve a higher ingredient utilization rate

Technology Consulting Intern | Toronto, Ontario

Summer 2022

BDO Canada LLP

- Implemented a strategic pricing strategy to launch BDO's new e-commerce product, used **Excel** to simulate three pricing schematics with customer demographic breakdowns; expected to generate \$2M in profits within 5 years
- Secured 5 private equity clients after collaborating with a BDO Partner and initiating a private equity sales campaign; created 10 persuasive business cases by collecting and analyzing data on quantitative efficiencies of past projects

Product Manager Intern | Toronto, Ontario

Summer 2021

Filament AI

- Spearheaded the Comparable Companies Page on Filament AI's signal monitoring platform working with the engineering team and key stakeholders; achieved \$33,000 in subscription renewal revenue and 625% user increase
- Utilized user-testing and **created user-journeys** to identify customer pain points and translated findings into impactful **UI/UX upgrades**; proposed ideas to upper management and was approved for production

PROJECTS

ArbitrageAce (Python, React)

- Identified profitable opportunities by leveraging deviations in sports books odds as a source of passive income

SmartSend (Python)

- Automated outreach by scraping user information and leveraging standardized formats to efficiently send bulk emails

EXTRACURRICULAR EXPERIENCE

Ivey Product Society, Product Management Fellow ([Link](#))

Dec 2021 – Dec 2022

- Gathered user insights and produced a playlist management feature for Spotify by creating product requirements documents and high-fidelity prototypes; idea was validated by Director of Product at Spotify

Western Artificial Intelligence Club, Project Lead & Vice President of Flagship

Sept 2019 - April 2022

- Mentored three project teams in creating machine learning projects using **reinforcement & supervised learning**: Self-driving Car Simulator, Tumor Identification Model, and Sneaker Classification