Zia Rahman

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EDUCATION

Indiana Wesleyan University **Merrillville, IN**
Master of Science in Data Analytics *October 2025 - May 2027 (Expected)*

- GPA: 4.0/4.0
- **Key Coursework:** Advanced SQL, Machine Learning, Statistical Modeling, Big Data Analytics, Data Visualization

Illinois Institute of Technology, Stuart School of Business **Chicago, IL**
Master of Business Administration in Business Analytics *August 2023 - May 2025*

- GPA: 3.7/4.0 | Honors Graduate
- **Key Coursework:** Database Design and SQL, Predictive Analysis, Leadership and Organization Design, Microeconomics and Game Theory, Valuation and Portfolio Management, Corporate Finance

Gandhian Institute of Technology and Management **Visakhapatnam, India**
Bachelor of Business Administration in Business Analytics *August 2019 - May 2022*

- GPA: 3.5/4.0 | Gold Medalist – Overall Excellence
- **Key Coursework:** Data Analysis with Python, Big Data Analytics, Data Mining, Operations Research, Data Warehousing and OLAP, Java, Data Structures with C++, Introduction to R

SKILLS

Programming & Analytics: Python (pandas, NumPy, scikit-learn), R, SQL (MySQL, PostgreSQL, MSSQL, RedShift, Snowflake), Statistical Analysis, Machine Learning (Classification, Regression, Clustering)

Data Engineering & BI: ETL Pipelines, Data Warehousing, Database Design, Query Optimization, Power BI, Tableau, Advanced Excel (VBA Macros, Power Query, Pivot Tables, Financial Modeling)

Business & Cloud: Requirements Gathering, Stakeholder Management, Customer Segmentation (RFM Analysis, K-Means), Financial Modeling, Agile/Scrum, Change Management

Certifications: Google Data Analytics Professional Certificate, AWS Cloud Practitioner, Microsoft Azure Fundamentals (AZ-900)

EXPERIENCE

STELLAR **Chicago, IL**
Business Analyst Intern *May 2024 – August 2024*

- Automated data ingestion from 10+ sources using Python and Power BI with validation checks, reducing manual reporting by ~7 hours per week and improving data consistency across dashboards
- Executed advanced SQL to analyze 50,000+ records; segmented customers by LTV and behavior to inform targeted campaigns, contributing to a ~10% lift in retention within the tracked cohort
- Developed revenue forecasting models using Python (scikit-learn), supporting ~$300K budget planning decisions and validating performance through historical back-testing

ANKUR PLASTICS **Visakhapatnam, India**
Business Analyst Intern *May 2021 - December 2021*

- Conducted exploratory data analysis on 6 months manufacturing performance data using Excel, identifying 3 process bottlenecks contributing to ~10% operational cost reduction
- Led CRM implementation change management, gathering requirements from sales/marketing/product teams and training 30+ users to accelerate adoption
- Analyzed 1,200+ customer feedback responses across 6 channels using Excel categorization, identifying pain points informing process improvements

PROJECTS

Customer Segmentation & Sales Analytics Dashboard | Academic Project

- Applied RFM analysis to segment 10,000+ retail customers, identifying high-value and at-risk groups for targeted marketing strategies
- Developed an interactive Tableau dashboard integrating SQL data to provide up-to-date visibility into customer behavior, revenue trends, and campaign performance metrics for 5 cross-functional stakeholders
- Produced segment-based retention and cross-sell recommendations; estimated potential uplift using historical segment performance

Predictive Analytics - Applicant Completion Risk | Academic Project

- Built classification models (Logistic Regression, Random Forest) using Python to predict applicant completion risk, applying feature engineering and cross-validation to achieve ~84% accuracy with balanced precision-recall
- Identified key drop-off drivers (application length, submission timing, prior engagement) and recommended targeted follow-ups; estimated a mid-single-digit uplift using historical pattern comparisons

Enterprise Data Pipeline & Quality Framework | Academic Project

- Built an SQL-based ETL pipeline integrating sales data from three legacy platforms into a unified schema (8 tables, 20+ relationships) to enable consistent reporting
- Improved query performance from ~4 hours to 30 minutes by optimizing database and implementing indexing strategies
- Implemented Agile methodology with bi-weekly sprints, documented data lineage, and presented governance recommendations to stakeholders as part of a 4-member academic project team

Financial Valuation & DCF Modeling | Academic Project

- Performed DCF valuation with scenario and sensitivity analysis, identifying revenue growth sustainability and margin stability as primary valuation drivers
- Built and validated an integrated 3-statement financial model, maintaining close alignment between projected and historical trends

COMPETITIONS

IIT Entrepreneurship Club - Startup Pitch Competition | *April 2024*

- Top 10 Finalist - Co-founded e-commerce platform concept for peer-to-peer marketplace, demonstrated to venture capitalists and entrepreneurs

HUL L.I.M.E. Business Analytics Competition | *July 2022*

- Top 100 Team (out of 10,000+ teams) - Demonstrated data driven business strategy and presented recommendations to industry judges