# Muhammad Raahim Ahsan

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Analytical and results-driven graduate with a strong background in data analytics, business analysis, and financial planning, supported by hands-on experience in public-sector projects, consulting, and startup environments. Experienced in using data, technology, and financial analysis to support evidence-based decision-making, transparency, and service improvement. Skilled in Power BI, SQL, Python, financial modeling, stakeholder communication, and user-centred design. Seeking an Ontario Internship Program placement in Information & Information Technology, with secondary interest in Business and Financial Planning.

## EDUCATION

**Masters of Applied Business Analytics – TIM Program**　　　　　　　　*Sept 2024 - May 2026*

Carleton University, Ottawa, ON

**Bachelors of Science Honors in Accounting and Finance**　　　　　　*Sept 2019 - May 2023*
Lahore University of Management Sciences, Lahore, Pakistan

## SKILLS

- **Analytical & Technical Skills:** Data Analysis & Visualization, Business Analysis & Requirements Gathering, Financial Modeling (DCF, Sensitivity, Scenario Analysis), Budgeting & Financial Planning, Feasibility & Impact Analysis, Research & Data Cleaning

- **Tools:** Power BI, Excel (Advanced), SQL, Python (Data Analysis), R, Data Storytelling & Dashboard Design, Microsoft Office Suite

- **Professional Skills:** Written & Oral Communication, Stakeholder Engagement, Cross-functional Collaboration, Problem Solving & Critical Thinking, Planning & Coordination, Service Excellence

- **Languages:** English (Fluent), French (A1 – Conversational)

## RELEVANT EXPERIENCE

**Residence Fellow** *Aug 2025 – Present*

Department of Housing & Residence Life Services, Carleton University — Ottawa, ON
- Serve as **primary point of contact** for a **community of 40+ residents**, providing crisis response, conflict mediation, and referrals to academic and wellbeing services.
- Foster inclusive, safe, and respectful living environments through intentional engagement, equity-focused practices, and community-building initiatives.
- Complete incident reports, documentation, and operational logs in compliance with institutional policies.
- Collaborate with professional staff to support service delivery, risk management, and student support initiatives.

**CU Crew Worker – Marketing** *Oct 2024 – Dec 2024*

Aramark Canada - Ottawa, ON
- Created, scheduled, and published social media content for campus dining promotions across **Instagram and Facebook.**
- **Captured and edited photo/video content** at live events to support digital campaigns.
- Maintained content schedules and supported **weekly content planning** aligned with campaign priorities.
- Monitored engagement metrics (reach, likes, comments) and shared performance insights with the marketing team.

**Marketing Associate** *May 2023 – June 2024*

Suftech Innovations - Lahore, Pakistan

- **Delivered data-informed sales pitches** to multinational clients (e.g., Nestlé, PepsiCo) and development stakeholders, including UNDP.
- Planned and managed digital and social media campaigns, driving **500% growth** in website traffic and **900% increase** in LinkedIn engagement.
- Used performance and market data to support investment proposals, contributing to **PKR 60 million** in venture capital and angel funding.
- Applied competitive and data analysis to strengthen business cases, supporting recognition in Unilever's 2nd Life Pakistan initiative.
- Supported brand visibility and stakeholder engagement at conferences and public events, including World Environment Day initiatives.

**Deal Advisory Intern** *May 2022 – Jul 2022*

Suftech Innovations - Lahore, Pakistan

- Built financial models including **income statements, cash flows, and discounted cash flow (DCF) analyses**.
- **Conducted sensitivity** and **scenario analysis** to assess investment risk and financial viability.
- Supported feasibility assessments and research across multiple industries.
- Prepared structured financial insights to support advisory recommendations.

# KEY PROJECTS

**Public Asset Management Dashboard – City of Ottawa (Client Project)** *Aug 2025 - Present*

Graduate Project – Carleton University, Ottawa

- **Designed a public-facing dashboard** to improve transparency around infrastructure investment decisions.
- **Analyzed asset management data**, policy documents, and regulatory requirements (Ontario Regulation 588/17).
- Used **Power BI, SQL, Python, and Excel** to clean, analyze, and visualize data.
- Applied data storytelling and user-centered design principles to communicate complex information clearly to non-technical audiences.

# LEADERSHIP & COMMUNITY ENGAGEMENT

**Founder – Make A Neon (Startup)** *Jan 2020 – Present*

Lahore, Pakistan

- **Managed budgeting, cost planning, and financial tracking** for a small business.
- Supported **business planning, pricing decisions, and vendor coordination.**
- Applied financial and operational analysis to guide decision-making.

**Content Creator – "Doctor Khaana"** *2022 – Present*

Lahore, Pakistan

- Built and independently managed a niche **Instagram page (1,100+ followers)** focused on visual content and food storytelling.
- Wrote engaging captions, reviews, and story copy to drive audience interaction.
- Planned and executed a consistent **content calendar** based on trends and audience insights.
- Analyzed Instagram analytics to improve reach and engagement, **achieving 55% engagement growth.**

# CERTIFICATIONS & ADDITIONAL INFORMATION

- McKinsey Forward Program – McKinsey (2023)
- Google Analytics Qualification – Google (2024)
- Google Ads Search Certification – Google (2024)
- Strong interest in public-sector digital transformation and transparency
- Experience working in diverse, multicultural environments
- Eligible to work full-time in Ontario