

RHISHABH DESHPANDE

Data Strategy & Analytics Leader | Sports, Technology and Media
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SUMMARY

Data-driven Analytics Manager with 6+ years of experience driving analytics strategy for sports and media brands. Skilled in leveraging statistical modeling, visualization, machine learning and communication skills to optimize engagement and monetization. Proven leader bridging technical, business, and creative teams to deliver scalable decision frameworks.

TECHNICAL SKILLS

Programming Languages: Python (Pandas, Numpy, Plotly, Scikit-learn, Statsmodels, Matplotlib, Implicit), SQL, R, HTML
Visualization, BI & Collaborative Tools: Tableau, Power BI, Looker, Advanced Excel, Adobe Analytics, GitHub, Jira

PROFESSIONAL EXPERIENCE

PARAMOUNT

Manager of Business Intelligence | Denver, CO

Apr 2023 – Current

- Led the delivery of dashboards providing business intelligence and supporting executive decisions for top CBS Sports events like the **NFL Super Bowl, The Masters, UEFA Champions League, Big 10 Football** and **March Madness**.
- Partnered cross-functionally with Engineering, Business Development, Product Management, Finance and Marketing to translate business goals into in-house user-centric data products, which substantially **reduced 3rd party** costs.
- Spearheaded A/B testing and statistical analysis that improved user retention by **+5%** and video impressions by **+20%**.
- Instituted a problem-solving culture by enabling data strategy to improve engagement, retention and ad monetization for Paramount+, CBS Sports HQ, Golazo Network and CBS News channels, leading to **+15%** growth in ad revenue.
- Identified and quantified new subscription and ad revenue opportunities through data-driven research, generating an estimated **8–10%** uplift in monetization and offsetting revenue declines amid media industry headwinds.
- Managed strategic insights for the length of pre-game sports shows and post-game transitions to our digital networks. Insights resulted in better cross-network exposure, stronger engagement and higher advertising revenue (**+20%**).
- Led a team of analysts to identify and implement GenAI use cases that automate redundant workflows and boost operational efficiency. This eliminated **1/4th** of our team's manual effort & enabled faster, insight-driven decisions.
- Mentored a team of analysts by promoting collaboration, efficient reporting, strength-based delegation and fostering high communication standards. Management tenure saw promotions of analysts to senior roles.
- Built Customer Lifetime Value (**CLV**) models for our digital audiences that aided in reducing marketing spent by **~10%** by enabling a targeted approach for user acquisition and retention towards the stickiest cohorts.

Senior Business Intelligence Analyst | Denver, CO

Sep 2021 – Apr 2023

- Delivered executive-level KPI and financial reporting for monthly, quarterly & annual reviews reducing reporting turnaround time by **25%**. This enhanced executive visibility into the business & optimized resource allocation.
- Developed ROI evaluation frameworks for potential sports rights acquisitions. This resulted in realization of long-term deals to broadcast rights for the **UFC, Serie A, Carabao Cup, Big 10, NWSL** and **Ballon d'Or**.
- Led machine learning initiatives leveraging classification, clustering and recommendation models to enhance audience segmentation, deploy churn-reduction strategies and automate user content recommendation.
- Evaluated content performance on partner platforms (e.g., SamsungTV+) based on profitability and reach. This guided our business development team to negotiate favorable contractual terms & boosted revenue share by **+5%**.
- Defined guardrail metrics and executed measurement strategies for product releases across our Web, Mobile and OTT platforms. This helped meet OKRs and improve high-fidelity power user conversion by roughly **1.5x**.

Business Intelligence Analyst | New York, NY

Feb 2020 – Sep 2021

- Identified trends and anomalies in multivariate data by building iterative time series forecasts for marketing and financial budgeting. Models resulted in **<4% error** (Mean Abs % Error) in forecasted predictions.
- Developed the analytical code framework and visualizations for our free ad-supported and on-demand subscription video services. This facilitated real-time programmatic decision making for the CBS Networks at **minimal costs**.
- Headed product analytics for the launch of sports betting verticals, live event time-shifting, app onboarding redesign, homepage marquee and carousel strategies, infinite scroll articles, march madness brackets and fantasy products.

WASSERMAN | Los Angeles, CA

May 2019 - Aug 2019

Intern, Team Sports Analytics and Global Strategy

- Supported the COO in integration of analytics and data strategy within the athlete representation business.
- Crafted statistical narratives using player analytics to optimize talent in Baseball Arbitration, NBA Free Agency and Drafts. Data driven and storytelling reports utilized by agents to pitch clients to prospective clubs.
- Supported *The Collective*, an initiative advancing equity for women in sports, by delivering data-backed insights that strengthened brand partnerships
- Articulated strategy proposals for acquisitions to grow the international sports marketing and esports verticals.

EDUCATION

DUKE UNIVERSITY | Durham, NC

Aug 2018 - Dec 2019

Master of Engineering Management

GPA: 3.85/4.00

Relevant coursework: Data Analytics & Visualization, Forecasting, Finance, Marketing Analytics, Operations

V.J.T.I. | Mumbai, India

Jul 2014 - Jun 2018

Bachelor of Technology, Electrical Engineering