RHISHABH DESHPANDE

1420 Oak St, APT 501A, Lakewood CO-80215 ● rhishabh23@gmail.com
(305) 318-7466 ● [LinkedIn](#) ● [GitHub](#)

EDUCATION

DUKE UNIVERSITY: Durham, NC   **August 2018 - Dec 2019**
Master of Engineering Management   GPA: 3.85/4.00
Relevant coursework: Data Analytics & Visualization, Forecasting, Finance, Marketing Analytics, Operations

VEERMATA JIJABAI TECHNOLOGICAL INSTITUTE: Mumbai, India   **July 2014 - June 2018**
Bachelor of Technology, Electrical Engineering

TECHNICAL SKILLS

Programming Languages: SQL, Python (Pandas, Numpy, Plotly, Scikit-learn, Statsmodels, Beautiful Soup, Matplotlib), R
Technical Tools: Tableau, Power BI, Advanced Excel, Adobe Analytics, Looker, Jira, HTML, CSS, Figma, Optimizely

PROFESSIONAL EXPERIENCE

CBS SPORTS DIGITAL

Manager of Business Intelligence and Analytics   **Apr 2023 – Current**

- Providing analytical models to the business development team for marquee events like Super Bowl, UEFA Champions League, and March Madness to influence strategic decisions on broadcast deal negotiations and maximize the ROI.
- Acting as the data liaison and managing stakeholder relationships between Engineering, Business Development, Product, Finance and Marketing to translate business problems into user friendly models and solutions.
- Ideating and performing A/B and statistical significance testing to deliver actionable insights to product managers, leading to increased user retention (+5%) and video impressions (+25%).
- Instituting a problem-solving culture by enabling data to inform crucial business decisions, resulting in increased Engagement, retention and ad monetization by 20% for CBS Sports HQ and Golazo Network and other CBS IP.
- Identifying opportunities for subscription and ad revenue growth using statistically backed research, to combat industry slowdown, rapidly changing market conditions and proactively deliver new sources of business value.
- Managing and mentoring a team of analysts to grow through collaboration, delegation based on strengths, effective communication and constructive feedback. Tenure saw promotion of direct reports into senior roles.
- Collaborating with Data Science and Engineering teams to develop in-house data products that reduce 3rd party costs. Examples include data quality alerts, real time video reporting, subscriber attribution and A/B test frameworks.

Senior Business Intelligence Analyst   **Sep 2021 – Apr 2023**

- Owning tactical initiatives and articulating the right measurement strategies for new product releases. Insights used by leadership to enhance user experience and maximize revenue opportunities.
- Pioneering Machine Learning projects for our brands that simplify insights and catalyze decision making. Regression, Classification and Clustering models aided in segmentation and deploying churn reduction techniques.
- Leading reporting automation, robust code documentation to enable consistency, reusability and eliminate latency.
- Presenting visibility into key performance indicators and financial health during monthly, quarterly and yearly review.

Business Intelligence Analyst   **Feb 2020 – Sep 2021**

- Identifying trends and anomalies detection in multivariate data. Building iterative time series forecasts for marketing and revenue budgeting, resulting in <4% error (MAPE) in predictions.
- Developing the analytical framework and visualizations on unstructured data for our FAST, AVOD and SVOD services. This facilitated near-real time programming decision making for CBS Sports at a minimal expense.

WASSERMAN: Los Angeles, CA   **May 2019 - August 2019**
Intern, Team Sports and Global Strategy

- Supporting the COO in integration of analytics and data strategy within the athlete representation business.
- Crafting 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.
- Assisting 'The Collective', which aimed at driving equity and advancing women in sports by delivering data backed ideas and insights. Work aided in Wasserman becoming the trusted partner for brands, talent and rights holders.
- Articulating strategy proposals exploring potential acquisitions to grow the sports marketing and esports verticals.