Rishi Deo

Vancouver, BC, V6E 1W1 | 236-865-8459 | rishiydeo@gmail.com | [LinkedIn](#)

Business and Data Analyst

Enthusiastic and humor backed analytics professional with a strong background in data analytics, SQL/Python, and BI tools, passionate about building AI-driven, user-focused products.

CORE COMPETENCIES

- Product Roadmaps and PRDs
- AI assisted Product Discovery(GPT, Perplexity, Grok)
- KPI Dashboards (Power BI, Tableau)
- Root Cause Analysis

- SQL / Python for ETL & Analysis
- Agile, Scrum, JIRA, Confluence
- Enthusiastic Leadership (Autonomous Style)

- Stakeholder Communication
- Process and Workflow Optimization
- Data Validation & Governance
- Customer Empathy
- Stakeholder Collaboration and Management

EDUCATION & CERTIFICATIONS

Master of Business Administration, Business Data Analytics | University Canada West　　　**2023 - 2025**

Relevant Coursework: Regression Modeling & Predictive Analytics | Data Processing with Python | Machine Learning Applications | Tableau for Business Insights | Business Analytics & Data Presentation | Business Data Analytics | Business Communication & Project Management | Non-Profit Business Analysis | Data Cleaning & Normalization Techniques

Skills Acquired:

- **Data Visualization & Analytics:** Gained expertise in utilizing Tableau, Power BI, and Python to clean, normalize, and analyze datasets, producing actionable insights through interactive dashboards and visual representations.

- **Machine Learning Applications:** Applied predictive analytics, regression modeling, and PyTorch frameworks to construct machine learning models, enhancing decision-making processes in data-driven business environments.

- **Business Strategy Development:** Conducted SWOT analyses and developed marketing strategies for non-profit organizations, driving sustainability and growth through data-backed recommendations and innovative approaches.

Certification of Business Data Analysis (CBDA) | IIBA　　　**Expected Aug. 2025**

Bachelor of Business Administration | University of Toledo　　　**Graduated 2020**

KEY PROJECTS

Revenue Growth Strategy for Non-Profit (Ready to Empower)
Tools: Excel, SWOT Analysis, Digital Marketing Metrics

- **Challenge:** Revenue streams were limited and lacked diversification, risking long-term sustainability.
- **Solution:** Conducted financial trend analysis and SWOT evaluation to identify operational inefficiencies and growth opportunities. Recommended expanding into online learning platforms to increase revenue potential.
- **Results/Impact:** Delivered a data-driven marketing strategy that improved fundraising engagement and provided a scalable model for revenue diversification.

Predictive Housing Insights Tool (Python & Tableau)
Tools: Python (pandas, matplotlib), Tableau, Excel

- **Challenge:** Inconsistent pricing trends in low-income neighborhoods created uncertainty for stakeholders and policymakers.
- **Solution:** Cleaned and modeled real estate datasets, performed correlation and trend analysis across four economic variables. Created Tableau dashboards to visualize disparities and support predictive insights.
- **Results/Impact:** Presented to stakeholders to inform equitable resource allocation and support inclusive urban development planning.

Collaborative Business Analytics Optimization Project
Tools: Excel, Python, Statistical Analysis

- **Challenge:** Inconsistent dataset structures were slowing analysis and reducing accuracy in reporting.
- **Solution:** Led data cleaning and structuring efforts in Python, standardizing input formats and applying statistical models to uncover performance trends.
- **Results/Impact:** Increased data reliability and reduced turnaround time for analytical deliverables by 30%.

PROFESSIONAL EXPERIENCE

Product Analyst (formerly Data Analyst) | Argo AI | Pittsburgh, PA

April 2021 – Oct 2022

- Strategized with product, engineering, and design teams to **define requirements and prioritize backlog items**, reducing reporting turnaround by 40%
- Crafted and maintained **dashboards tracking KPIs** for leadership, enabling data-driven product decisions and roadmap alignment.
- Conducted **root cause analysis of system discrepancies** and worked with cross-functional stakeholders to resolve data integrity issues.
- Leveraged **SQL and Python** to build ETL pipelines, streamlining data flow and supporting cross-platform permissions accuracy
- Designed dashboards with **Tableau and Python**, reporting on KPIs and trends for engineering teams.
- Collaborated with cross-functional teams to gather requirements and document enhancements using JIRA and Confluence in agile sprints.

Database and Product Operations Administrator | Rocket Wireless   **June 2019 – Mar 2020**

- Reduced issue resolution time by 83% by restructuring access databases used by 2,000+ users; improved client satisfaction to 95%.
- Piloted a 90-day MySQL migration trial, enhancing system speed and reducing access lags by over 40%.
- Conducted diagnostics of system performance logs to identify inefficiencies in **organizational data structures**.
- Reconciled **vendor and purchase order data** to improve accuracy and governance in expense recognition workflows.