

Raian Rith

Appleton, Wisconsin (Open to re-locate)

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EDUCATION:

Bachelor of Arts | Lawrence University, Appleton, WI | June 2023

Major: Econometrics & Quantitative Economics | **Minors:** Data Science, Mathematics | GPA: 3.8/4

TECHNICAL SKILLS:

Languages: *Python, R, SQL, DAX, Java*

Machine Learning: *Scikit-learn, caret, mlr3, TensorFlow, Keras, LightGBM*

Tools: *Microsoft Azure, Databricks, Dataiku, Power BI, Tableau, Git*

Databases: *MySQL, SQLite, MS SQL, PostgreSQL*

Data Governance: *Collibra (DIC, DQ), DvSum*

WORK EXPERIENCE:

Data Analyst

October 2022 - Present

U.S. Venture Inc, Appleton WI

- **Custom Model Serving through API:** Developed an API using Databricks Model Serving to optimize customer onboarding automating route, stop, and business classification assignments based on geolocation data. This innovation reduced onboarding time from 3 minutes to 7 seconds per customer, significantly improving operational efficiency.
- **Advanced Time Series Forecasting for Inventory Optimization:** Constructed Time Series sales forecasting models for US Auto Force, optimizing inventory for over 30,000 tire SKUs using Python. Utilized algorithms like Holt-Winters, SARIMA, and XGBoost, achieving a 15% increase in forecast accuracy and a 20% improvement in warehouse turnover, enhancing competitive advantage and operational efficiency.
- **Customer Lifetime Value (CLV), RFM Analysis, & Customer Retention:** Performed CLV and RFM analysis to identify high-value customers and enhance marketing strategies. Applied unsupervised machine learning techniques, including K-Means Clustering, Principal Component Analysis, and Neural Networks, to evaluate and prioritize high-potential leads, resulting in improved customer retention and increased sales.
- **Efficiency-Driven Route Placement Tool:** Created a customer routing tool for US Auto Force, using K-Nearest Neighbors and KD Trees to optimize delivery paths and onboarding. The tool projected a \$88,000 ROI in the first year and \$220,000 over three years, reducing onboarding time by 25 minutes per applicant.
- **Strategic Market Analysis and Location Intelligence:** Leveraged PowerBI and ArcGIS to analyze key metrics for over 435,000 customers and leads at US Auto Force, optimizing warehouse locations and streamlining service delivery. By benchmarking against top competitors such as American Tire Distributors and TireHub, the analysis informed logistics strategies and strengthened competitive positioning in the market.
- **C-Suite Level Reporting with Power BI:** Designed and deployed an advanced Power BI dashboard integrated with Azure DevOps, tailored for C-suite executives across 6 divisions within US Venture. The dashboard provided real-time tracking of key metrics, including project ROI, deadlines, progress, and resource allocation.

Data Quality Engineer Intern

June 2022 - October 2022

U.S. Venture Inc, Appleton WI

- **Data Integrity and Governance:** Conducted baseline profiling, Source-To-Target Mapping, and root cause analysis with Collibra tools, enhancing data reliability across the organization.
- **Data Management Frameworks:** Established comprehensive data catalogs, dictionaries, and glossaries, fortifying data unification and enterprise transparency.
- **Data Quality Assurance:** Detected and resolved a pivotal data threshold issue within Azure Data Lake, reinforcing the integrity and accuracy of critical data sets.

Founder & President

February 2021 - May 2023

Founder & President of Lawrence University Data Science Club, Lawrence

- Founded and led the Lawrence University Data Science Club, fostering a collaborative team of 35+ members, and organized two Data-Thons with 40+ participants.
- Promoted knowledge sharing, skill development, and data science education within the university community, while demonstrating effective leadership and prudent financial management.

GROWTH-ORIENTED WORK EXPERIENCE

Student Data Analyst

June 2021 - May 2023

Career Center, Lawrence University, Appleton WI

- Initiated and developed a Power BI & Tableau dashboard allowing Lawrence students to leverage data and information on the location, past education, and current work experience of alumni students resulting in an estimated connection of 3,000 students to alumnus.
- Provided timely dashboards, pivot tables, reports, and presentations helpful to more than 5 university departments.

Economics Research Assistant

June 2021 - June 2022

Lawrence University, Appleton WI

- Developed an empirical econometrics paper on the importance and affectivity of the Renewable Fuel Standards policy in fostering production of Renewable Fuels in USA.
- Leveraged MySQL for gathering and data wrangling from 3 databases, R/R Studio for regression analysis • Synthesized U.S Energy Information Administration (EIA) data and U.S Environmental Protection Agency Data (EPA) for collinearity and prediction analysis.

MAJOR HONORS & ACHIEVEMENTS:

- 1st Prize in LaunchLU (Biggest Business Pitch Competition at Lawrence University)
- Received 2021-2022 Philip and Rosemary Wiley Bradley Achievement Scholarship in Economics
- Nominated for Henry Merritt Wriston Scholars Program and the Edwin N. and Ruth Z. West Scholarship
- Dean's List distinction (All 4 Years) at Lawrence University
- Jiggy Lang and Scotty Jenks Scholarship awarded by Gamma Pi Chapter of Beta Theta Phi
- Completed Harvard CORE Program from Harvard School of Business