Muhammad Naqvi

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Education

Ted Rogers School of Management, Toronto Metropolitan University *Sep 2023 - Dec 2027*

Bachelor of Commerce - Business Technology Management

- Relevant Courses: Information Systems, IT Infrastructure, Fundamentals of Programming, Systems Analysis and Design

Experience

Product Intern *Sep 2026 - Present*

RBC *Toronto, ON*

- Analyze product performance metrics, operational datasets, and AI/ML workflows to identify inefficiencies, define KPIs, and drive data-informed product optimization and automation initiatives.
- Collaborate with **10+** cross-functional stakeholders, including product managers, AI/ML engineers, and technology teams, to translate business requirements into product enhancements and measurable success criteria.
- Developed interactive Tableau dashboards to visualize **15+** product and operational KPIs, analyze performance trends, and identify process inefficiencies, delivering actionable insights to support product decisions and improve workflow efficiency

Data Analyst Intern *Jan 2026 - June 2026*

Cycom Technology Solutions *Toronto, ON*

- Supported requirements gathering and process analysis across **2–3** cybersecurity and IT consulting initiatives by documenting workflows and contributing to clearer project scoping and stakeholder alignment.
- Analyzed internal and client datasets to identify **5+** operational trends and improvement areas, supporting the development of dashboards and summary reports used by consultants to inform business decisions.
- Developed Excel-based reporting tools using PivotTables, XLOOKUP, and data visualization to consolidate operational data, track **5+** project KPIs, and reduce manual reporting time by **30%** across consulting initiatives.

Director of Strategy & Growth *March 2024 - Oct 2024*

Mahdi Youth Society *Pickering, ON*

- Led marketing and strategic initiatives to increase community engagement by **40%** by conducting user research and interviews, leveraging Google Analytics and Tableau to track engagement trends, and optimizing outreach strategies, successfully reaching **600+** members and strengthening community involvement.
- Facilitated cross-functional collaboration between finance, marketing, and operations teams by aligning strategic priorities, streamlining communication, and ensuring cohesive execution, driving organizational growth and efficiency.
- Oversaw strategic resource planning to optimize event impact and funding utilization by coordinating with the finance team, identifying high-ROI initiatives, and ensuring strategic budget alignment, maximizing engagement and long-term sustainability.

Projects

Elderado.ca: *Experiential Technology & Data Project - Riipen*

- Cleaned, structured, and analyzed **2,000+** records to improve reporting consistency, enabling the team to generate recurring operational reports **5x** faster with fewer errors.
- Documented **10–15** user stories and use cases to align business requirements with technical implementation, reducing rework on platform enhancements by **25%**.
- Applied source-to-target mapping for all key datasets, improving team understanding of data flows and supporting faster decision-making for **3** major reporting initiatives.

Technical Skills

Python, SQL, Microsoft Office (Word, PowerPoint, Excel), Tableau, Google Analytics, A/B testing, Jira, Confluence, IBM SPSS