

NOSHIN (IRA) RAHMAN

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Open to relocation in the Northeast Area

SUMMARY

Sales operations and analytics professional with 3+ years of experience in sales and revenue data analytics, territory performance analytics, and helping firms increase market share through helping design revenue/sales growth KPIs. Pursuing M.S. in Business Analytics (night-time classes) to build technical skills; available for full-time work.

PROJECTS

CRM and AI Integration | New York City, NY | **Keller Williams Realty, Wheelock Team** **May 2025 - Current**

- Mapped CRM workflows to develop automation roadmaps using Zapier AI agents and Python to connect CRMs, StreetEasy, and Zillow data to Excel, projected to reduce manual edits by 80%

Academic Projects (Github):

Jan 2025 – May 2025

- Financial Database (SQL, MySQL): Designed BCNF schema + MySQL portfolio benchmarking queries.
- Global Minimum Wage Analysis (Python): Pandas + SQLite + Matplotlib global comparative wage visuals.

EXPERIENCE

Sales Planning Analyst

Jan 2024 – Nov 2024

Japan Tobacco International Inc.

Teaneck, NJ

Employer relocated to North Carolina in Nov 2024; I chose to remain in NYC to pursue graduate studies in Business Analytics starting Jan 2025

- Built and maintained Salesforce, Excel, and Power BI-based dashboards tracking pipeline performance, SKU velocity, territory productivity, and quarterly targets KPIs for 50+ sales representatives and sales leadership.
- Owned end-to-end sales compensation modeling for the entire JTI U.S. sales team, designing incentive structures and translating attainment data into monthly and quarterly payouts.
- Developed executive-facing performance dashboards in Power BI, Excel, and SQL, consolidating pricing, volume, and GTM expansion metrics across 3,000+ retail locations, informing national sales strategy.

Revenue and Sales Analyst

Jun 2022 – Jan 2024

Republic National Distributing Company

New Orleans, LA

- Delivered recurring revenue, pipeline, and performance analytics for a \$450M annual sales portfolio, partnering with sales leadership to drive strategic planning and territory-level decision-making across national accounts.
- Built centralized dashboards integrating Salesforce, Excel, and MicroStrategy data, enabling self-service visibility into pipeline health, customer segmentation, and volume metrics for 120+ sales reps.
- Conducted deep-dive analyses using SQL to query large sales dataset on performance variances and conversion drivers, identifying factors behind 7–12% revenue growth and \$1–3M in incremental monthly sales across key portfolios.

Financial Intelligence Summer Analyst

May 2021 – Aug 2021

Hancock Whitney Bank

New Orleans, LA

- Conducted a detailed audit-driven data analysis of 70+ high-risk client accounts to identify anomalies, compliance gaps, and reporting inconsistencies under AML/BSA guidelines.

EDUCATION

M.S. Business Analytics (Evening Program – Part-time)

Jan 2025 – Dec 2026

Baruch College | Concentration: Data Analytics | New York City, NY

B.S. Economics

Aug 2018 – May 2022

Tulane University | Concentration: Quantitative Economics and Econometrics | New Orleans, LA

SKILLS & INTERESTS

Certifications: Power BI PL-300, Salesforce Associate

Tools: Salesforce, Excel (Advanced), Power BI, SQL, Power Query, MicroStrategy, Python, Tableau

Domains: Sales Operations Analytics, CRM Data Integrity & Reporting, Incentive Compensation Design, Sales Compensation Analysis, Pipeline & Forecasting Support, Process Optimization & Automation, GTM reporting

Interests: Team club sports, gaming, exploring new analytics tools and methods