

Randell Acenas

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Work Experience

Planned Career Break | April 2023 - Present

Left RML due to change in personal goals

- Travelled to Colombia, Ireland, Italy, Scotland and the United States
- Learning Muay Thai
- Learning how to speak French and Spanish
- Published a photography book (<https://www.blurb.com/b/11741257-nothing-in-particular>)

Senior Associate Consultant | Revenue Management Labs (RML) | Feb 2022 – April 2023

In addition to the accomplishments in my Associate Consultant role, I also accomplished the following:

- Led a team of associates on various projects and verified results were correct
- Created Excel and Tableau templates for data analysis and modelling to increase efficiency
- Led the data ETL process for majority of clients using Excel, Python, SQL, and/or Tableau to ensure the data is cleaned and ready for analysis

Associate Consultant | Revenue Management Labs (RML) | Nov 2020 - Feb 2022

- Conducted foundational data analysis to determine inefficiencies and margin leakage and identify opportunities
- Assisted in developing insights and pricing & promotional strategies for over 10+ companies that resulted in over a combined +\$15M in incremental margin YoY
- Worked with clients in the Auto, CPG, Fitness, Industrial Gases and Tech industries
- Built forecasting models using various tools such as Excel, MATLAB, Python, and R
- Performed machine learning techniques such as K-Means Segmentation, multivariate and logistic regression, and optimization modelling on large datasets
- Created presentations on PowerPoint for client meetings

Data Analyst | VYML&R (Formerly GTB) | Jul 2019 – Nov 2020

- Analyzed Ford.ca and LincolnCanada.com website data and email marketing campaigns using Adobe Analytics and Google Analytics
- Created and presented monthly dashboards to clients using Excel and Power BI
- Conducted A/B testing and made recommendations that improved overall engagement by 10%
- Increased efficiency by automating repetitive processes using Python.

Education

University of Toronto | Sep 2014 – Jun 2019

Honours Bachelor of Science | Double Major: Physics and Environmental Science

Skills

Excel, MATLAB, Power BI, PowerPoint, Python, R, SQL, Tableau, VBA, Word

Personal Projects

AMC Investment Analysis (2 Parts) – Nov 2023

- Web scraped U.S. Box Office revenue and determined AMC's outlook for their upcoming earnings report

<https://ranacenas.me/blog/blog/12/>

Analyzing Kawhi Leonard's impact on the Raptors – July 2019

- Web scraped Kawhi Leonard's data and performed data analysis using Python and Jupyter Notebook

<https://ranacenas.me/blog/blog/7/>