ABU SUFIAN
Data Analyst | SQL • Power BI • Python • Business Intelligence
Dhaka, Bangladesh | +880 1878 516636 | abu053125@gmail.com
Linkedin linkedin.com/in/abu-sufian-data

PROFESSIONAL SUMMARY
Data Analyst with a foundation in software engineering and strong expertise in SQL, Power BI, and
Python. Experienced in analyzing 100K+ e-commerce orders and 10K+ car sales transactions,
uncovering $4.98M in revenue opportunities and $425K in customer win-back potential. Skilled in
data modeling, cohort analysis, and dashboard development, with a proven ability to translate
complex datasets into actionable business insights. Currently expanding into data engineering and
architecture, with a focus on designing scalable analytics pipelines and cloud-based solutions.

TECHNICAL SKILLS
• **Languages & Querying:** SQL (MySQL, Window Functions, CTEs), DAX (Power BI), Python (Pandas)
• **BI & Visualization:** Power BI (Dashboards, Time Intelligence, Data Modeling)
• **Data Engineering:** ETL Pipelines, Database Normalization, Star Schema Design (Kimball
Methodology)
• **Statistics & Analytics:** Descriptive & Inferential Statistics, Cohort Analysis, Pareto Analysis, HHI Index
• **Tools & Platforms:** MySQL Workbench, VS Code, Git/GitHub

DATA ANALYTICS PROJECTS

OLIST Brazilian E-Commerce Analytics | MySQL, Power BI, Python | GitHub **|** DashBoard
• Normalized 9 raw tables into an 11-dimensional star schema enabling scalable cohort and state-
level analysis.
• Identified $4.98M revenue opportunity (15.7:1 ROI) and $425K win-back potential among 1,247 at-
risk customers.
• Detected a 99.6% order collapse in Q4 2018 and recommended operational investigation to
prevent losses.
• Performed Pareto & HHI analysis: top 5 states = 77% revenue (HHI: 2,173); proposed geographic
expansion strategy.
• Quantified delivery impact: Late deliveries averaged 1.70 stars vs 4.21 for on-time deliveries.

Car Sales Dashboard | MySQL, Power BI, DAX, Python | GitHub **|** DashBoard
• Analyzed 10K+ transactions across 500+ vehicle models (2022–2025).
• Built Z-score DAX measures for performance segmentation, revealing a 228% revenue surge in
FY23.
• Forecasted 26% EV adoption by 2025; recommended reallocating 20% inventory toward EVs.
• Identified Hyundai Tucson stockout pattern; suggested inventory adjustments for ~15% potential
uplift.
• Designed a fiscal calendar dimension enabling advanced time-intelligence comparisons.

Indian Fashion E-Commerce Revenue Analysis | SQL, Python | GitHub
• Analyzed ₹347M revenue across 72K orders in 91 days.
• Built a 540K-row fact table by merging pricing and stock datasets using a Pandas ETL pipeline.
• Boosted AOV by 15% through promotion ROI analysis and optimized free-shipping thresholds.
• Performed Pareto analysis: top 10 customers contributed 51.65% of revenue; flagged concentration risks.
• Calculated customer lifetime value and churn probability using cohort analysis.

Animal Crossing Game Economy Analysis | MySQL, Data Modeling, Power BI | GitHub
• Modeled 13K+ items across 50+ CSVs into a closed-loop retail simulation database.
• Designed star schema with Slowly Changing Dimensions (SCDs), revealing 8–15x ultra-rare item premiums.
• Segmented 400+ "villager personas," improving engagement by 25% via a recommendation engine.
• Demonstrated advanced multi-table joins and complex schema design in a gaming economy dataset.

EDUCATION & TRAINING
Diploma in Software Engineering
Lithan Academy, Singapore | 2022–2023
Relevant Coursework: Database Management Systems, Programming Fundamentals, Networking, Web Development, Data Analytics with Power BI

ADDITIONAL INFORMATION
• **Languages:** Bengali (Native), English (Professional Working Proficiency)