

Sk Anika Ahmed

📍 Sterling, VA | ✉ anikaahmed3010@gmail.com | 📞 (571) 563-5047 | 🔗 [Linkedin](#)
| 💻 [Github](#)

Profile

Data Analyst with a background in business management and digital analytics. Skilled in SQL, Python, and Tableau to deliver actionable insights and data-driven solutions. Experienced in creating dashboards, optimizing reports, and collaborating with stakeholders to drive business decisions.

Skills & Tools

- **Technical:** SQL, Python (Pandas, Matplotlib), Tableau, Power BI, Excel, Data Wrangling, ETL, SSRS Reporting, Google Analytics.
- **Analytical:** Data Visualization, Exploratory Data Analysis, Dashboard Creation, Performance Analysis.
- **Soft:** Stakeholder Communication, Project Management, Problem-Solving.

Certifications

- **IBM Data Analyst Professional Certificate**
Coursera | [2023]
Skills: SQL, Python, Pandas, Matplotlib, Data Wrangling, Exploratory Data Analysis
- **Tableau Desktop Specialist Certification**
Tableau | [2024]
Skills: Tableau Desktop, Data Visualization Best Practices
- **Google Analytics**
Google | [2019]
Skills: Web Traffic Analysis, Goal Tracking and Conversion Analysis

Professional Experience

Digital Analyst | Mindshare, Bangladesh | Oct'19-Mar'21

- Conducted campaign analysis and developed strategies that improved ROI by 18% for multiple clients.
- Designed Google Data Studio dashboards delivering actionable insights for faster strategic decisions.
- Planned and optimized multi-platform campaigns (Facebook, Google, programmatic), reducing CPC by 12% and boosting engagement.
- Implemented Google Tag Manager to enhance data accuracy by 25%, strengthening performance reporting.
- Automated dashboards and reports, cutting reporting time by 40% and accelerating optimization cycles.

Research Assistant | Development Research Initiative, Bangladesh | Mar'20-Apr'20

- Assisted the lead consultant in a project on the State of Gender, Sexual, and Reproductive Health and Rights for Rohingya communities.
- Extracted data from the baseline study and used Stata to create graphs.
- Summarized the data in a research paper, highlighting key differences between refugees and host communities.

Consultant | Capstone Project, Ernst & Young, United Kingdom | May'18-Jun'18

- Collaborated with executives, arranged meetings, and negotiated terms of engagement for project briefs.
- Analyzed business problems using appropriate research methodologies.
- Collected data on market trends, potential competitors, and provided alternative solutions.
- Delivered concise presentations and produced credible and well-researched reports.

Projects

New York CitiBike Analysis | CareerFoundry (2025)

- Utilized Python and relevant data analysis libraries to explore the New York CitiBike dataset, identifying key patterns in bike usage, trip durations, and popular stations.
- Created visualizations to highlight geographic and temporal trends, supporting data-driven insights for urban mobility and bike-sharing program optimization.

20th Century Data Analysis | CareerFoundry (2025)

- Analyzed historical datasets from the 20th century using Python and data analysis libraries to uncover trends and patterns across significant events or metrics.
- Developed visualizations to illustrate temporal and contextual insights, facilitating a deeper understanding of historical data for strategic or academic purposes

NYC Airbnb Market Analysis | Self Driven (2024)

- Conducted exploratory data analysis on Airbnb NYC listings using Python and Tableau, focusing on price trends, availability, and geographic distribution.
- Applied regression modeling and clustering techniques to identify key factors influencing pricing, such as location and room type, and visualized insights to support data-driven pricing strategies for stakeholders.

Instacart Grocery Basket Analysis | CareerFoundry (2024)

- Analyzed purchasing behavior using Python and SQL to segment customers and identify key shopping trends.
- Built Tableau visualizations to highlight results and inform marketing strategy.

Rockbuster Stealth Data Analysis | CareerFoundry (2025)

- Employed PostgreSQL and pgAdmin to analyze a movie rental dataset, uncovering high and low revenue-generating films, average rental durations, and customer lifetime value hotspots.
- Visualized geographic and regional performance trends with Tableau Public to inform strategic decision-making.

Influenza Mortality Tableau Storyboard | CareerFoundry (2024)

- Created interactive Tableau storyboard to analyze influenza-related deaths over time.
- Applied storytelling techniques to communicate findings to business stakeholders.

Education

2017- 2019

City University of London, United Kingdom

Postgraduate in Management
Research Project on the Implementation of New public management in the
Non-profit sector

2014-2017

Middlesex University, United Kingdom
BA Business Management (Finance) - (First Class Honors)

References

Available on request.