

# EYASIN ARAFATH

## BI ANALYST

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### SUMMARY

Results-driven Business Intelligence Lead with a technical stack including SQL, Stata, and Power BI. I have a proven track record of building end-to-end data infrastructure from scratch to optimize workforce deployment and restructure pricing models. I focus on turning complex datasets into clear narratives for stakeholders, ensuring every strategic insight is backed by quantitative precision and economic theory.

### PROFESSIONAL EXPERIENCE

#### ZARIWALI

Nov 2024 - Present

##### Co-Founder | Lead, Business Intelligence & Supply Chain

- I lead the strategic growth and operational backbone for a female fashion brand.
- The challenge was to find a distinct space in a saturated market. I conducted a comprehensive market gap analysis and customer persona mapping to define our unique value proposition.
- This research led to a successful physical expansion. I negotiated and managed a high-impact partnership with Prelegant Mall in Chattogram. We implemented a shared-corner model that established our retail footprint while maintaining B2B relations.
- On the operations side, I manage the full production cycle. This includes raw material sourcing and fabric quality control. By applying lean principles to vendor management, I ensured high-quality output while protecting profit margins.
- I also maintain the digital identity of the brand. I oversee product photography and social media publishing to ensure our voice remains consistent across all platforms.

#### The Rage House

Nov 2024 - Aug 2025

##### Former Co-Founder & Lead Business Intelligence Analyst

- My primary focus was building the core data infrastructure. I designed and implemented an end-to-end customer intelligence system using Google Sheets. This allowed for real-time reporting and better decision-making.
- I developed analytical frameworks to segment customers. By looking at demographic and psychographic dimensions, I provided the insights needed to restructure pricing models.
- These insights directly impacted the bottom line. I translated data into operational strategy by optimizing workforce deployment. This increased our capacity utilization and improved service design.
- I worked cross-functionally to ensure that every strategic insight was backed by data and executed effectively by the team.

### SKILLS

#### Hard Skills

- Advance Microsoft Excel
- Business Statistics
- Microsoft Power BI
- Power Query
- SQL & STATA

#### Soft Skills

- Active Listening & Communication
- Business Acumen
- Data Storytelling
- Critical Thinking
- Leadership

### EDUCATION

#### BSS ( Hon's ) in Economics

Jul 2021 - Present

Bangladesh University of Professionals

- I am currently at final semester (8<sup>th</sup> semseter). Expected of graduation date : July, 2026