

ISHMAM FARUKI

Data Analysis and Research Executive

✉ faruki.cse@gmail.com

☎ 01581071545

📍 Chattogram



Profile

Data Analysis and Research Executive with 1 year of experience in trade marketing services. Proficient in Python (various libraries), SQL, and data visualization tools such as Power BI and Excel. Possess a solid understanding of marketing principles, with a passion for transforming data into actionable insights to drive business decisions. Skilled in collaborating with cross-functional teams to enhance user experience and streamline data-driven strategies.

Professional Experience

2024/03 – 2024/09 Dhaka, Bangladesh	Data Analysis and Research, Executive <i>Asiatic Trade Marketing Services Limited</i> Developed a Psychographic Profiling Marketing Model using Python, creating custom algorithms to generate insights from survey data (demographic, geographic, psychographic). I have gained experience working with psychographic models like OCEAN, DISC, and BFI-2, deepening my understanding of personality traits and behavioral patterns. Built a look-alike modeling algorithm that identified patterns in datasets, leveraging statistical models like chi-squared tests and hypothesis testing. Gained marketing knowledge through hands-on experience in the company.
2023/09 – 2024/02 Dhaka, Bangladesh	Data analysis, Intern <i>Asiatic Trade Marketing Services Limited</i>
2015/04 – present Ctg, Bangladesh	Founder <i>Prottasha (A non-profit social Organization)</i>

Education

B.Sc(Eng) In Computer Science Engineering
AHSANULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

HSC
HTUC College

SSC
Nasirabad Govt Boys High School

Skills

Data Analysis :

Proficient in data collection, cleansing, and analysis using Python and SQL. Strong analytical thinker, adept at spotting data trends and patterns.

Database :

Ms-SQL, My-SQL, Oracle, PL-SQL

Data Visualization

Skilled in Excel, PowerBi, Metabase and Matplotlib for data visualizations.

Programming :

Python, C++, Java, Html, Css3, C#, Javascript

Projects

Psychographic Profiling Marketing Model (Python Project)

- Developed custom algorithms to generate business insights from survey data (demographic, geographic, psychographic).
- Built a look-alike modeling algorithm that automatically established relationships within datasets and produced varied results.
- Utilized statistical models such as chi-squared tests and hypothesis testing for data analysis and validation.

Job Recommendation System Based on Psychographic Profiling

- Developed a job recommendation system leveraging psychographic profiling.
- Provided personalized job recommendations for candidates based on their demographics and survey responses.
- Enabled employers to pinpoint the most suitable candidates for their positions.

Music Store Data Analysis [↗](#)

Analyzed Using Postgre Sql

Store Data Analysis [↗](#)

Analyzed Data using Excel

Super Store Data Analysis

Analyzed data using Power BI

Food Delivery Data Analysis

Analyzed Data in Metabase Using Sql

Smokers Dashboard

Power BI

Research

Analysis of Automated Skin Disease Classification Exploiting Different Machine Learning Techniques [↗](#)

Certificates

- Bohubrihi Data Analysis Course

Organizations

Ahsanullah University of Science and Technology

HEAD OF ORGANIZING COMMITTEE, (AUST CSE Bappi Football Fiesta 2021 , AUST CSE El Cultivo Reliving 2021, Rag Day of AUST Cse-41th batch.) I have organized more than 4 programs as the Head of the organizing committee and collected more than 1000000 taka for the programs.

References

AHMED MUFASSIR MASUM, *Head of business*, ASIATIC TRADE MARKETING SERVICES LIMITED
masum@atmsl.com.bd

MR. EMAM HOSSAIN, *ASSISTANT PROFESSOR*, AHSANULLAH UNIVERSITY OF SCIENCE TECHNOLOGY
emamhossain.cse@aust.edu

MR. MD. TANVIR ROUF SHAWON, *LECTURER*,
AHSANULLAH UNIVERSITY OF SCIENCE TECHNOLOGY
shawontanvir.cse@aust.edu