

JAHID H. BHUIYAN

347-951-8790

• mbhuiyan2@pride.hofstra.edu

• Sunnyside, NY 11104

SUMMARY

Business Analyst with 10+ years of experience specializing in market research, data analytics, and project management. Proven track record in leveraging data to drive business growth, optimize processes, and enhance customer engagement. Excellent technical skills: see Data project portfolio using SQL, Python, R, PowerBI and Tableau. [Click here for Portfolio & project skill.](#)

EDUCATION

MS in Business Analytics, GPA: 3.68, May 2025

Hofstra University, Frank G. Zarb School of Business | Hempstead, NY

Bachelor of Textile Engineering, December 2011

BGMEA University of Fashion Technology | Bangladesh

SKILLS

Technical: SQL, Tableau, Python, R, Power BI, ERP, Microsoft Office, Excel, PowerPoint.

Business: Project Management, Marketing, Sourcing, Order Processing, Strategic Thinking, Pricing & Cost Management, Time Management, decision making, Conflict resolution, Problem-Solving. data-driven decision-making, Supply Chain Management.

EXPERIENCE

Business Analyst/ Senior Merchandiser

January 2021 - July 2023

Bitopi Group | Bangladesh

- Researched and analyzed the competition and trend insights using BGMEA association database , ERP data, proposing pricing strategies and recommending marketing standpoints to keep company ahead of its competitors in sales & engage new buyers.
- Managed projects for \$20 million in shipments and ensured the time of delivery dates of 45 and 90 day increments are met
- Increased sales from \$1.5 to \$6.5 million in one year by analyzed Kmart's products and pricing data and presented recommendations regarding changes to Kmart's marketing strategies
- Monitored weekly and monthly tracking of sales performance with all KPIs and highlighted important trends, according to the business performance.
- Identified potential gaps in sales, made recommendations for improving planning for marketing, promotion and production capacity.

Business Analyst/ Senior Merchandiser

January 2018 - December 2020

Shin Shin Apparel| Bangladesh

- Reviewed and analyzed sales performance for assigned brands and provided recaps on findings and opportunities
- Participated in competitive research and market expos to identify trends and future opportunities and communicated findings
- Assisted and supported the Business team with prep work for all meetings and presentations
- Owned the category in the development of all working tools including line plans, catalogs assortment sheets, directed assortments and meeting agendas and recaps
- Recapped and analyzed all order placements. Supported pre-lines and Product Quality and Measurements meetings
- Attended selected sales meetings and ensured the product is represented appropriately
- Assisted in creating seasonal showroom appearance and recommend samples for display

Business Analyst/Senior Merchandiser

June 2012 - December 2017

Debonair Group Ltd. | Bangladesh

- Executed all daily customer needs. Prepared sales presentations from a precise product and marketing perspective
- Communicated all product information between design, sales to internal teams
- Evaluated and managed production standards and product development
- Communicated product sales and trends knowledge with customer base
- Organized, planned and executed sales plan via purchase order and e-commerce assortment

Assistant Buyer

January 2011 – May 2012

TESCO International Ltd. | Bangladesh

- Created and analyzed financial data of previous year's earnings to better manage current year's budget
- Displayed merchandise samples and prepared Product PowerPoint presentation for Client sales meetings
- Completed product sample approval charts. Uploaded items and updated inventory in our various buyer porta