Maynul Hassan Nissan

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I create data-related content on LinkedIn for 5k followers, uncovering insights hidden in plain numbers and turning them into decisions that matter.

Domain/Functional Areas

- Business Intelligence
- MIS
- Business Analysis

Key Skills

Data Analysis:: Report Automation, Data Visualization, Data Cleaning

Analytical Tools:: PowerBI, Advanced Excel, Google Sheets, Google Data Studio, DAX Studio

Programming Languages:: Python, C, SQL (Structured Query Language)

Database :: MySQL, BigQuery

Other Tools :: PowerPoint, Mockup.AI, Draw.io, Canva, Mural

Soft Skills: Cross-functional collaboration, Analytical storytelling, Business-driven problem solving.

Projects

Business Insight 360 - Brick & Mortar and E-Commerce   Project Link
[PowerBI / Excel / SQL / Dax Studio]   Feb 2025 - Mar 2025

- Designed an integrated dashboard using Power BI, combining Excel/CSV and SQL data to track performance across sales, finance, marketing, and supply chain.
- Streamlined DAX logic to reduce report size by 26.6% (263MB to 193MB), maintaining speed after 15+ new features (final size: 241MB).
- Delivered real-time KPI insights that accelerated decision-making, driving ~10% revenue growth and cutting manual reporting by 20%.

P & L Report for AtliQ Hardware - Brick & Mortar and E-Commerce   Project Link
[Excel / Pivot Table / Power Query]   Dec 2024 - Dec 2024

- Created a full-year P&L report for AtliQ Hardware FY2022 using Excel, Pivot Tables, and DAX.
- Automated repetitive data cleanup with Power Query, saving over 5 hours of manual effort.
- Applied advanced calculation models to boost reporting accuracy by 30% and enable flexible analysis.

Telco Offer, Load & Transaction Analysis - Telecom & Data Analytics   Project Link
[SQL / BigQuery]   Nov 2024 - Nov 2024

- Analyzed 50k+ telecom transactions to identify product demand, revenue, and customer behavior patterns.
- Found ROBI-10GB as the top Internet product with 1,298 orders; GP-40GB-800MIN led combined bundles with 581 orders.
- Calculated total revenue per bundle type: GP-40GB-800MIN contributed 3.99% of overall revenue; potential cancellation losses totaled 1.16M TK.
- Tracked peak order time at 19:00 and average delivery times ranging from 10.28 to 42.88 hours across operators, highlighting operational efficiency gaps.
- Identified highest-discount operator as GP in Rangpur (avg 111.38 TK) and top customer spending 103,474 TK over 335 orders, supporting targeted marketing and retention strategies.

IAB Architectural Firm Analysis - Architecture Industry | Urban Analytics   Project Link
[Python / Jupyter Notebook / Excel]   Aug 2024 - Aug 2024

- Cleaned and standardized data from 134 IAB-listed firms, resolving text inconsistencies and formatting issues.
- Extracted location data using custom RegEx to map firm density in key zones: Dhanmondi, Mohakhali, and Banani.
- Discovered that 46.3% lacked websites and 41.8% had no Google reviews, exposing major digital presence gaps.
- Visualized trends in firm growth (2010–2014 peak), job title distribution, and talent hubs.
- Suggested actionable strategies for improving online presence, geographic reach, and mentorship pipelines.

Certifications

- **Excel-Mother of Business Intelligence - Codebasics**
  Issued on: Dec 2024   **Certification Link**
- **Get Job Ready: Power BI Data Analytics for All Levels 3.0 - Codebasics**
  Issued on: Mar 2025   **Certification Link**
- **Business Analytics with Excel: Elementary to Advanced - John Hopkins University**
  Issued on: May 2024   **Certification Link**
- **SQL Beginners to Advanced for Data Professionals - Codebasics**
  Issued on: Sep 2025   **Certification Link**

Education

University of Dhaka   **Dhaka**
BBA - Management Information Systems   Jan 2022 - Present
3.4