# RAFSAN AL MAMUN

## Independent Data Analyst

📞 +61435087238
@ rafsan7238@gmail.com
🔗 linkedin.com/in/rafsan7238/
🔗 github.com/Rafsan7238
⭐ ralmamun.me

## SUMMARY

A team-centered and proactive independent Data Analyst with extensive expertise in descriptive analytics and applied ML, leveraging power of modern tools to derive meaningful insights from raw data, and presenting them to non-technical personnel. Vast experience in managing complex projects, winning numerous accolades over the years. A fast and eager learner, looking for a position for tackling real-world problems and continued growth.

## EXPERIENCE

### Independent Data Analyst

📅 04/2021 - Present

🔗 github.com/Rafsan7238/Data-Analysis_Data-Science_Projects

- **Built** data-based projects, with cleaning and mining in Excel and SQL, statistical analysis in SQL and Python, and visualisation in Python and Tableau, keeping in line with predefined goals and KPIs
- **Developed** ML models with high predictive power, tested across various metrics
- **Harnessed** the power of Google Analytics to drive effective marketing strategies

### Student Tutor (ST)

**BRAC University**

📅 06/2021 - 05/2022   📍 Dhaka, Bangladesh

One of the leading and prestigious higher educational institutions in Bangladesh

- **Taught** fundamentals of programming and Computer Science to **100+** freshers
- **Enhanced** student performance by **10%+** compared to previous academic results
- **Co-arranged** intra-batch contest to foster learning and encourage programming, leading to a **25%** increase in student participation on coding platforms

### General Member, Event Management

**Robotics Club of BRAC University**

📅 10/2019 - 05/2022   📍 Dhaka, Bangladesh

One of the first and top robotics clubs in Bangladesh

- **Co-launched** Traction-2020, one of the largest inter-university tech festival in Bangladesh, gathering **300+** participants
- **Planned** and **executed** various university-wide events and festivals in a team of **20** diverse members

### Project Lead and Manager

**Care2U**

📅 05/2020 - 01/2021   📍 Dhaka, Bangladesh

PPE donation platform for healthcare workers during shortage through COVID-19

- **Lead** and **managed** a team of **3** in designing and developing the platform
- **Self-taught** basic HTML and CSS, and **incorporated** Agile practices, cutting development time by **40%**
- **Reached >500** donations, partnering with local government

### Operations Management Intern

**Apollo Hospitals Dhaka**

📅 06/2016 - 09/2016   📍 Dhaka, Bangladesh

Cutting-edge multi-specialty hospital offering top-notch medical care

- **Monitored** daily operational activities to ensure healthcare quality complied with JCI standards
- **Conducted** routine equipment check-ups under supervision of experts

## SKILLS

### Tech Stack

MS Excel    Python    MS SQL Server

Tableau    Google Analytics (Basic)

Google Data Studio    Git/GitHub

scikit-learn    Tensorflow

### Data Analysis Essentials

Data Cleaning    Data Mining    Applied ML

Statistical Analysis    Data Visualisation

A/B Testing    Digital Analytics (Basic)

### Other Skills

Communication    Presentation    Scrum

Leadership    Team Collaboration

Problem Solving    Critical Thinking

Agile Project Management

## STRENGTHS

📖 **Active and Fast Learning**
Never-ending learning and always exploring new possibilities to improve, with the ability to pick up new skills blazing fast to boost repertoire.

⚡ **Persistence and Grit**
Never-giving-up mindset with the mentality to work overtime to produce desired results and attain pre-set goals.

🏃 **Deft Juggler**
Skilled at adroitly balancing academics and personal projects of competing priorities under tight schedule, never missing a deadline.

👑 **Earning Trust of Others**
Had the honour of leading teams in impactful projects, creating beautiful pieces together, and known for quick decision making ability to recover from last-minute mishaps.

🌐 **Love for the Community**
Experienced in organizing charity events and collaborating with diverse groups to achieve shared goals.

# EDUCATION

## Master of Data Science
**The University of Melbourne**
📅 02/2023 - Present    📍 Victoria, Australia
- Member of Data Science Students Society (DS Cubed)

## Bachelor of Science in Computer Science and Engineering
**BRAC University**
📅 05/2018 - 06/2022    📍 Dhaka, Bangladesh

CGPA
**3.99** / 4.0

- VC's List and Merit Scholarship for outstanding results
- Member of IEEE BracU Computer Society and Robotics Club of BRAC University

# PERSONAL PROJECTS

## IT Planned Vs. Actual Expenditure Analysis Dashboard (Excel)
🔗 bit.ly/3ItzdaC
- A dashboard for an international IT firm to monitor expenditures against a planned budget, for better business management through reviewing financial progress and making regular course corrections.

## A/B Testing For an E-Commerce Website Ad Marketing (Python)
🔗 bit.ly/3ZzQd6u
- A/B Testing Analysis to help decide between old and new marketing strategy based on reach, revenue, CTR etc. Suggested new strategy to be only used to cater to a specific audience with a specific product.

## Business Optimisation Analysis of Chinook Digital Music Store (SQL)
🔗 bit.ly/3EF78Mt
- Data mining in SQL to identify areas for improvement by finding profitable genres, marketing campaigns for least profitable states, better purchasing strategy, effective customer reward system etc.

## Predicting Customer Churn in Telecom Industry with ML (Python)
🔗 bit.ly/3EFPKHx
- Performed EDA to learn hidden patterns and built a Random Forest model with 0.75 accuracy and 0.78 recall in predicting customer churn, along with suggestions to reduce it.

## Bank Customer Segmentation Across UK Regions (Tableau)
🔗 bit.ly/3Z6G6Wk
- Segregated customer distribution along various factors to aid a bank in focusing marketing efforts for a niche in different regions, presenting through a storyline.

## More projects on LinkedIn and portfolio website with GitHub links

# PUBLICATIONS

## Application of Deep Convolution Neural Network in Breast Cancer Prediction Using Digital Mammograms
**International Informatics & Software Engineering Conference**
*Rafsan Al Mamun, Gazi Abu Rafin, Adnan Alam, MD. Al Imran Sefat*
📅 01/2018    🔗 https://ieeexplore.ieee.org/document/9672368

Built a custom CNN model for predicting breast cancer from raw mammograms with a test accuracy of 0.94 and recall of 0.80, exceeding the performance of pre-trained models, reiterating the significance of computer-aided detection models in early diagnosis of the disease.

# AWARDS | ACHIEVEMENTS

💎 **Best Presentation Award: ICSSC 2020 Paris**
Awarded for a research paper presented at an international conference out of **50+** submissions

💎 **2nd Runner-Up: CCUC 2020**
National award for idea creation of Care2U among **80+** submissions during COVID-19

💎 **Class Valedictorian: Scholastica 2017**
Best student of the high school graduating batch

# CERTIFICATIONS

**Technology Virtual Experience Program on Forage**
Deloitte Australia, March 2023

**You x CommBank Virtual Experience Program on Forage**
Commonwealth Bank of Australia, March 2023

**Google Analytics**
Simplilearn, February 2023

**Tableau 2022 Advanced: Master Tableau in Data Science**
Udemy, December 2022

**The Data Science Course 2022: Complete Data Science Bootcamp**
Udemy, November 2022

**The Complete SQL Course 2022 - Learn by Doing - SQL Server**
Udemy, October 2022

**CS50's Introduction to Artificial Intelligence with Python**
Harvard University (edX), May 2021

**Software Product Management Specialization**
University of Alberta (Udemy), October 2020