

RIFAT HASAN

Data Analyst

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[LinkedIn](#) | [Portfolio](#)

Career Objective

Data Analytics enthusiast with strong skills in SQL, Python, Excel, and Power BI. Passionate about helping learners succeed by simplifying analytical concepts and creating engaging educational content. Eager to contribute to the Data Analytics Job Ready Program and support data-driven learning in fast-paced environments.

Education

BBA in Management

Islamic University, Bangladesh

2022 – Present (Expected 2026)

Completed 3rd Year, Current CGPA: 3.00 / 4.00

Higher Secondary School Certificate (HSC) — Science Group

Sreemangal Government College, Sreemangal

2020 – 2021

GPA: 5.00 / 5.00

Skills

Programming & Querying: Python (NumPy, Pandas, Matplotlib, Seaborn), SQL (MySQL, SQL Server, PostgreSQL), JavaScript

Data Visualization Tools: Advanced MS Excel, Power BI

Analytical Abilities: Data Cleaning, Exploratory Data Analysis (EDA), Insight Generation, Descriptive Statistics, Data Visualization

Web Development: MERN Stack (MongoDB, Express.js, React.js, Node.js), HTML, CSS, REST APIs

Professional Skills: Communication, Self-Learning, Problem Solving

Projects

Marketing Analysis | [Case Study](#) | [Live Dashboard](#)

January 2026

- Analyzed a real-life business facing declining engagement, low conversions, and high marketing costs using data-driven methods.
- Cleaned and transformed customer and marketing datasets using **SQL** to ensure accuracy and consistency.
- Performed **sentiment analysis** on customer reviews using **Python** to uncover key satisfaction drivers.
- Mapped the customer journey to identify drop-off points and conversion bottlenecks.
- Built **interactive Power BI dashboards** with Figma wireframes to visualize insights and performance trends.

Technologies: SQL, Python, Power BI, Figma

Blinkit Power BI Dashboard | [Case Study](#) | [Live Dashboard](#)

November 2025 – December 2025

- Developed an end-to-end **Power BI dashboard** to analyze key **quick-commerce business metrics** for Blinkit.
- Evaluated **order and delivery performance, revenue trends, customer retention, marketing ROI, and inventory efficiency**.
- Cleaned, transformed, and modeled data using **SQL** and **Excel** to enable accurate analysis.
- Designed interactive and user-centric dashboards to support **data-driven decision-making**.

Technologies: Power BI, SQL, Excel

Hospital Management Dashboard | [Case Study](#) | [Live Dashboard](#)

September 2025 – October 2025

- Analyzed hospital **operational, clinical, financial, and patient data** to support data-driven healthcare decisions.
- Cleaned and integrated data from **MySQL** and **Excel** using **Power Query** to build a unified data model.
- Created relational data models and **DAX measures** to compute KPIs for patient flow, doctor efficiency, operations, and finance.
- Developed multiple interactive **Power BI dashboards** to deliver actionable insights across hospital functions.

Technologies: Power BI, SQL (MySQL), Excel, DAX, Power Query, Figma

Activities

Executive Member & Public Relations Team Leader

2025 – Present

BASIS Students' Forum (BSF), IU Chapter

- Served as an **Executive Member**, contributing to planning and execution of student-led professional and tech initiatives.
- Led the **Public Relations Team**, managing communications and coordination with stakeholders, speakers, and partners.
- Oversaw promotional activities to enhance event visibility and student engagement.

Certifications

- **Data Analytics Job Ready Program – Ostad (2025):** Focused on data analysis using Excel, Power BI, and SQL, completing real-world projects involving data cleaning, exploration, visualization, and reporting.
- **Python Data Fundamentals – DataCamp (2025):** Gained practical experience in Python programming, data manipulation with Pandas, merging datasets, data visualization with Matplotlib & Seaborn, statistical analysis, and exploratory data analysis (EDA) through hands-on projects.
- **SQL Data Fundamentals – DataCamp (2026):** Gained practical experience in querying, filtering, joining, and aggregating data for analytics projects.