Hi, I'M
RUDAIBA HAQUE MEEM

Here's a brief description of my duties.

**SSL Wireless
Data analyst Intern
B071**

Data Visualization

Revealing insights through engaging visualizations, I transformed raw data into compelling stories. Explore impactful visual representations for a clearer understanding.

Data Cleaning

Discovered the significance of clean data through practical examples of cleaning procedures, ensuring accuracy and reliability.

Here's more of what I've worked on.

- ✓ Automation Using Python.
- ✓ Dataset Generation.
- ✓ Assisting in Annotation.
- ✓ Identifying human errors within Datasets.
- ✓ Contribute to Inhouse projects.
- ✓ Data Transformation.
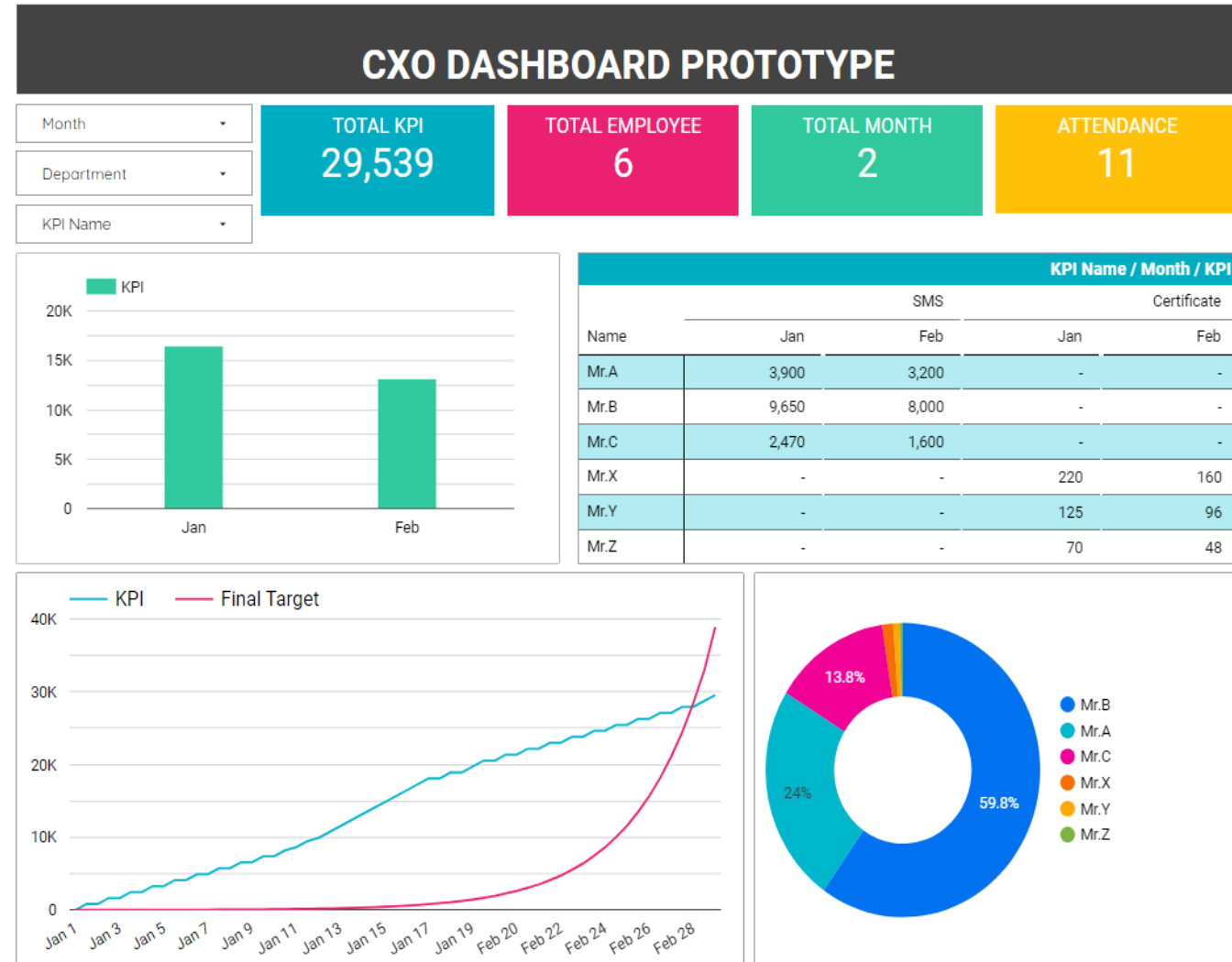- ✓ Data scraping.
- ✓ Report Generation.
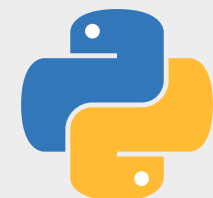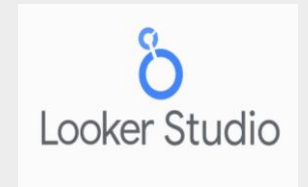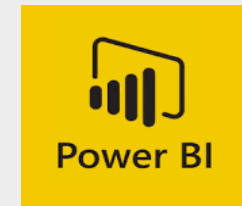
✓ **CXO Dashboard Prototype in Looker Studio**

- Data generation using automation

- Dropdown

- Key performance Indicator

- Bar Graph

- Target vs Achievement Graph

- Donut chart

- Pivoted table
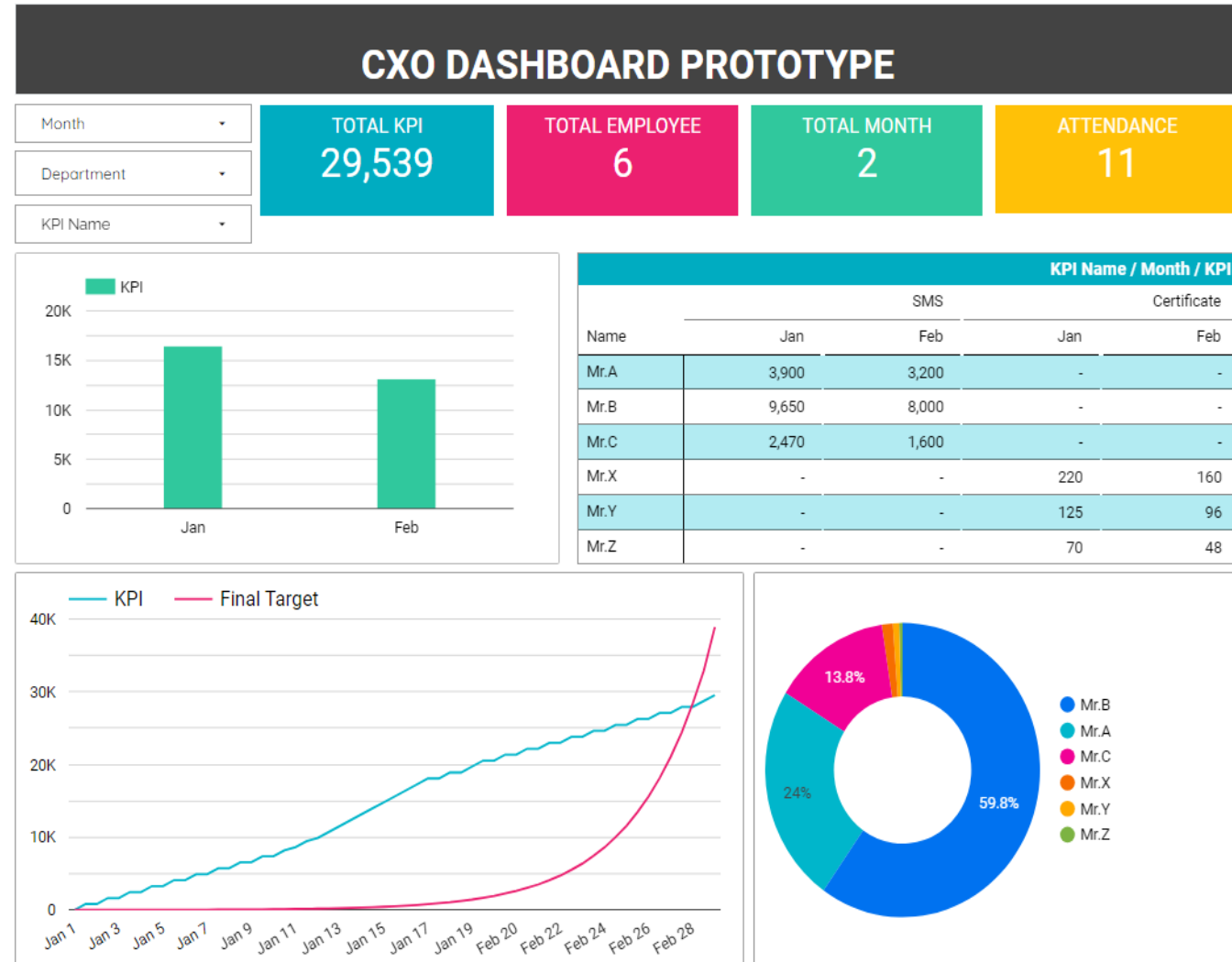
Challenges:

- Faced difficulties creating Target vs Achievement Graph. After so many attempts, successfully created an formula to show correct growth rate for this graph .
- Growth Rate=Initial Target(Which is 1)*(1+0.2)
- Factor =Target/Last Cumulative Sum Of Growth Rate
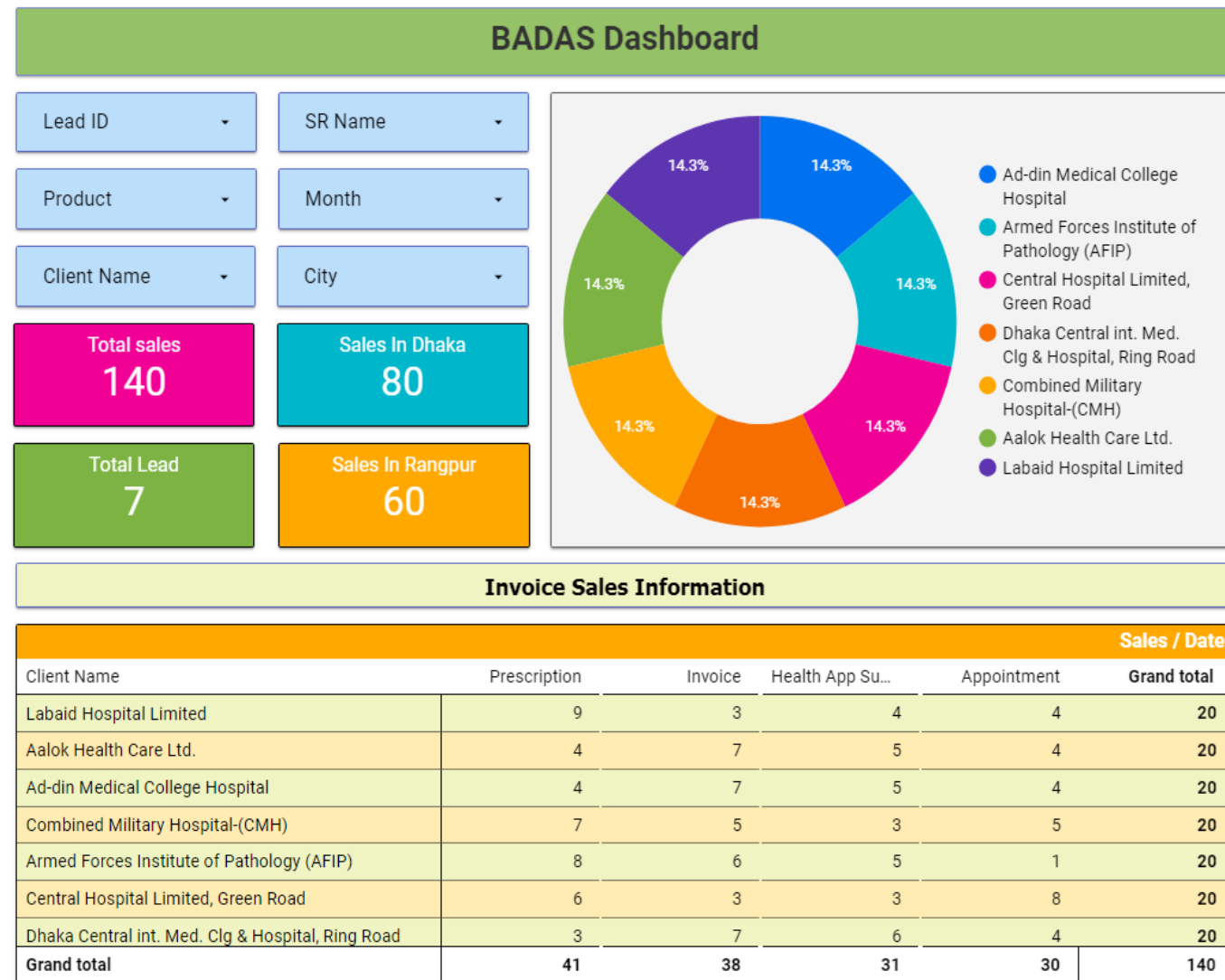- Per day target=Factor X Growth Rate

✓ **BADAS Dashboard Prototype in Looker Studio**

- Data generation using automation
- Dropdown
- Key performance Indicator
- Bar Graph
- Line Chart
- Target vs Achievement Graph
- Donut chart
- Pivoted table

✓ **Challenges:**

- Faced difficulties creating dummy data set for different SR's per day final target based on monthly final target.
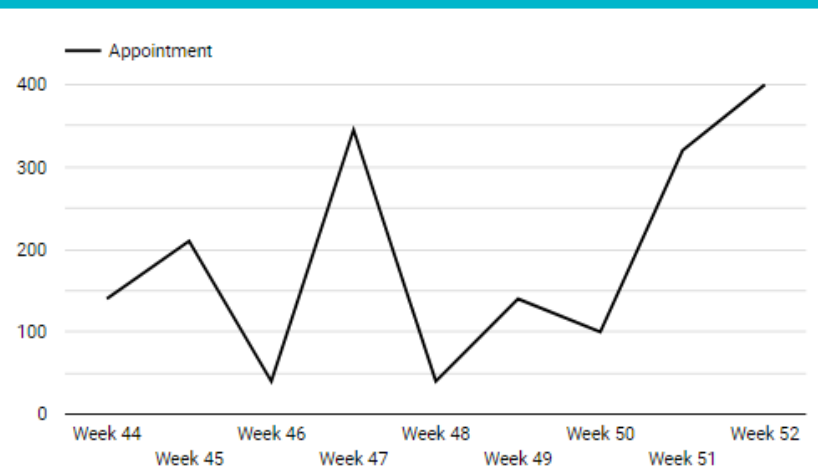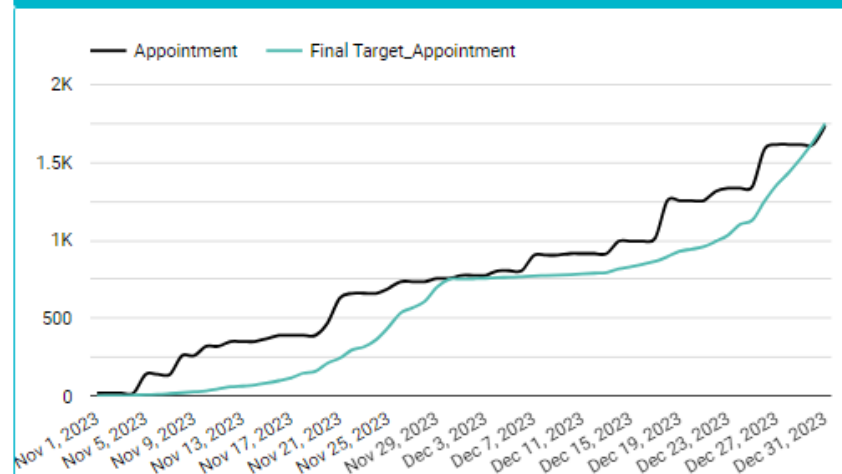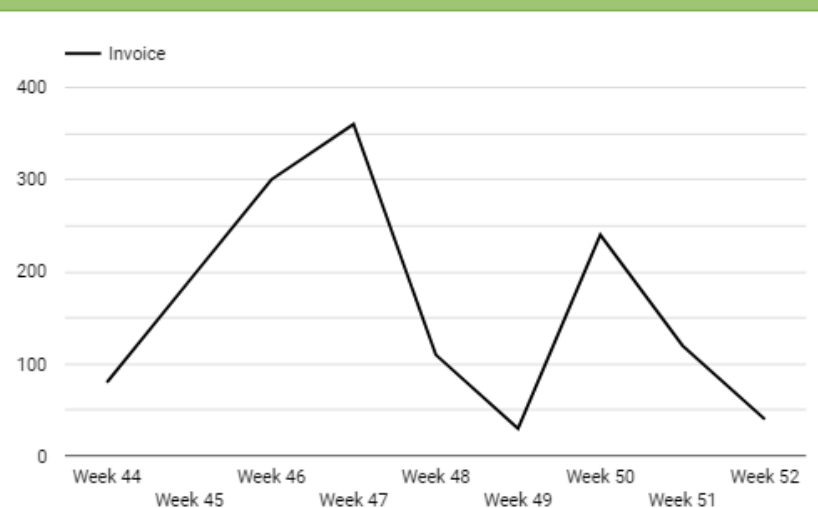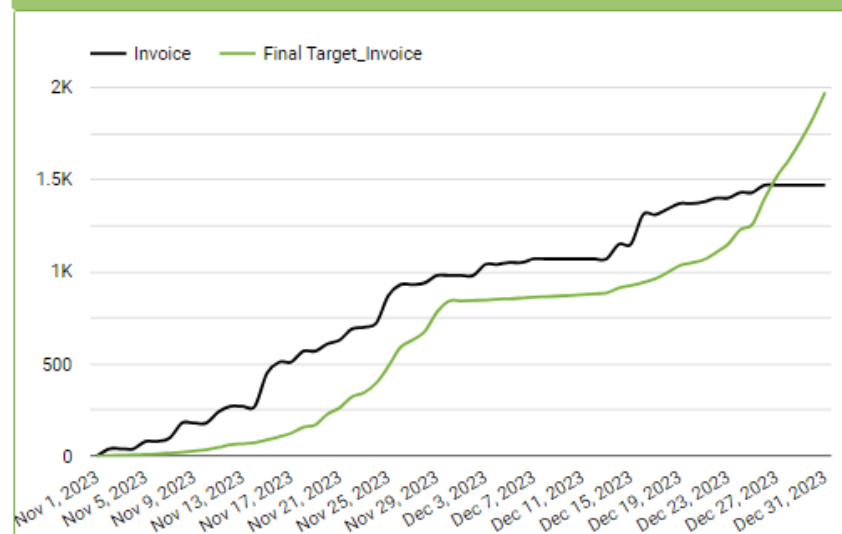
Select Month ▾

Prescription Weekly Sales In Month

— Prescription

Prescription Cumalitive Sales In Month

— Prescription   — Final Target_Prescription
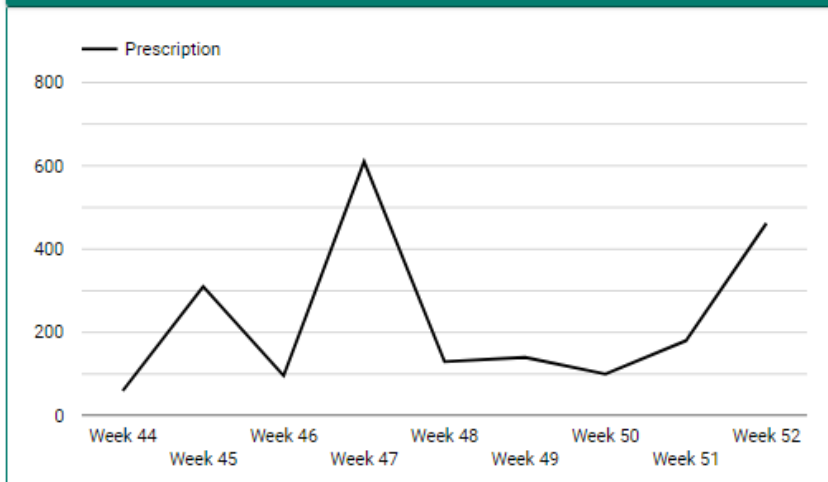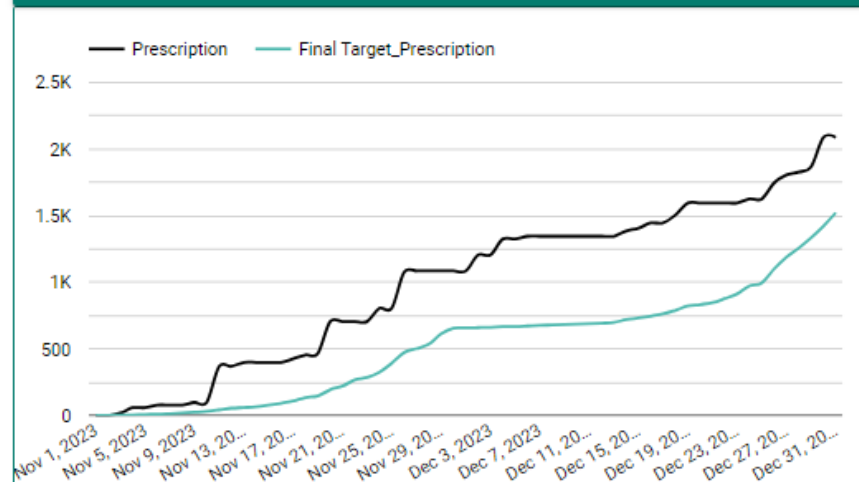
Health App Subscription Sales Information

Health App Subscription Weekly Sales In Month

— Health App Subscription

Health App Subscription Cumalitive Sales In Month

— Health App Subscription   — Final Target_Health App Subscription
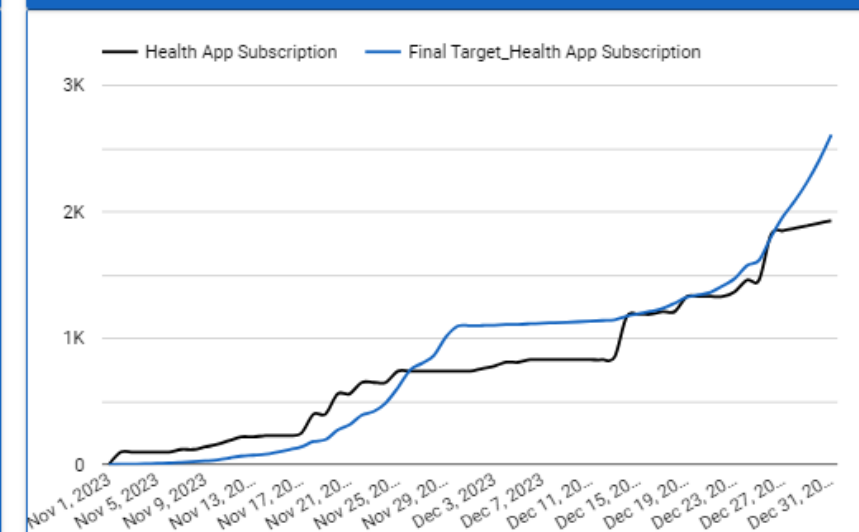
✓ **BADAS Work Flow Diagram in Microsoft Visio**

- Presents Lead to onboarding process
- Presents SR KPIs
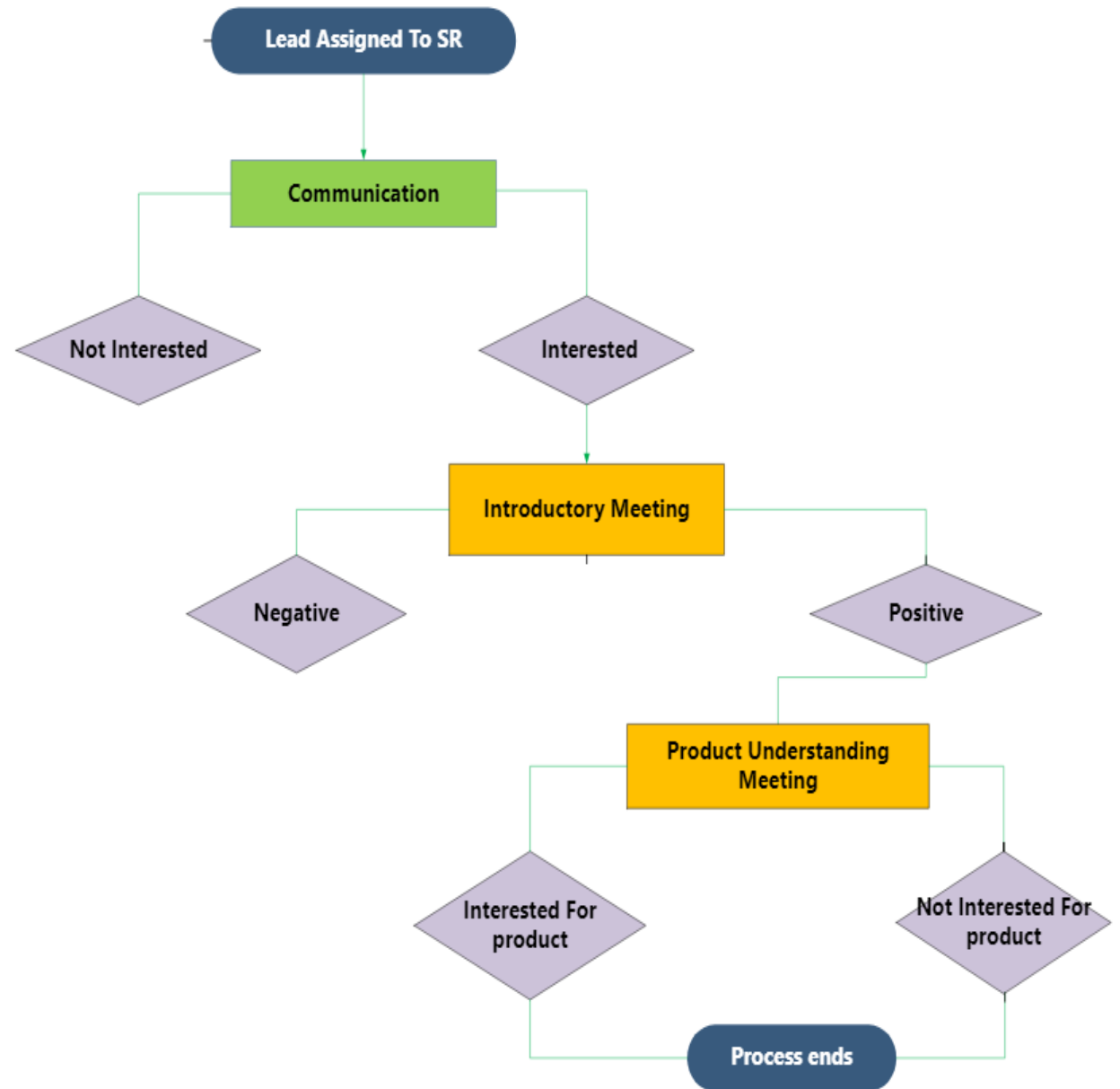
✓ **Warehouse Inventory Details BI Dashboard**

- Smart filter
- Key performance Indicator
- Bar Graph
- Donut chart

✓ **Key point:** Use of Smart Filter for searching any ID.
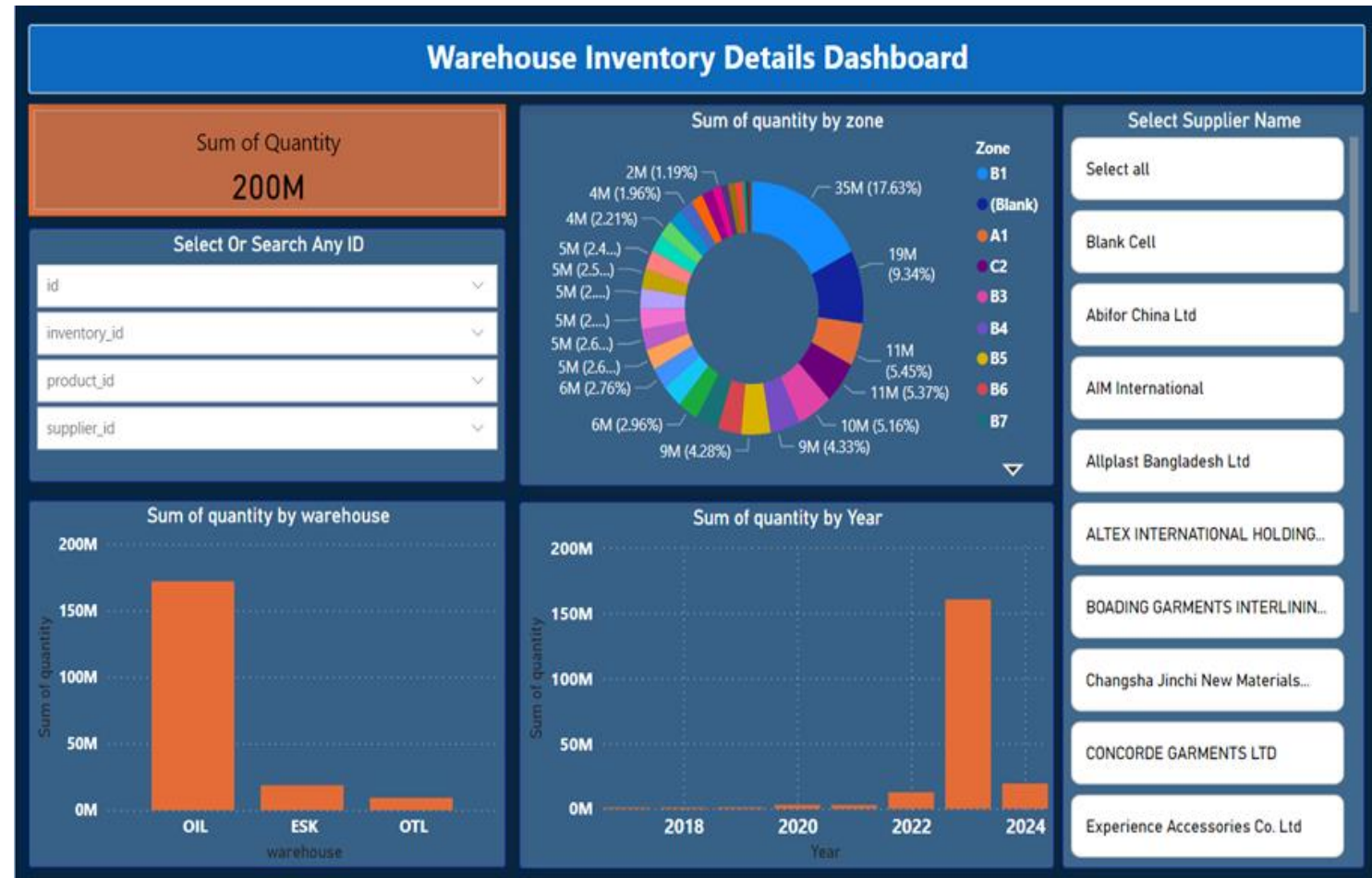
KEY PROJECTS:

✓ **Falgun Campaign BI Dashboard**

- Key performance Indicator
- Line Chart
- Bar Graph
- Table With "Conditional Formatting Data Bars"

✓ **Analyzation:**

- During Falgun Campaign company's transaction amount raised high around 14-15 Feb. Also, It left remarkable good effects even after campaign.
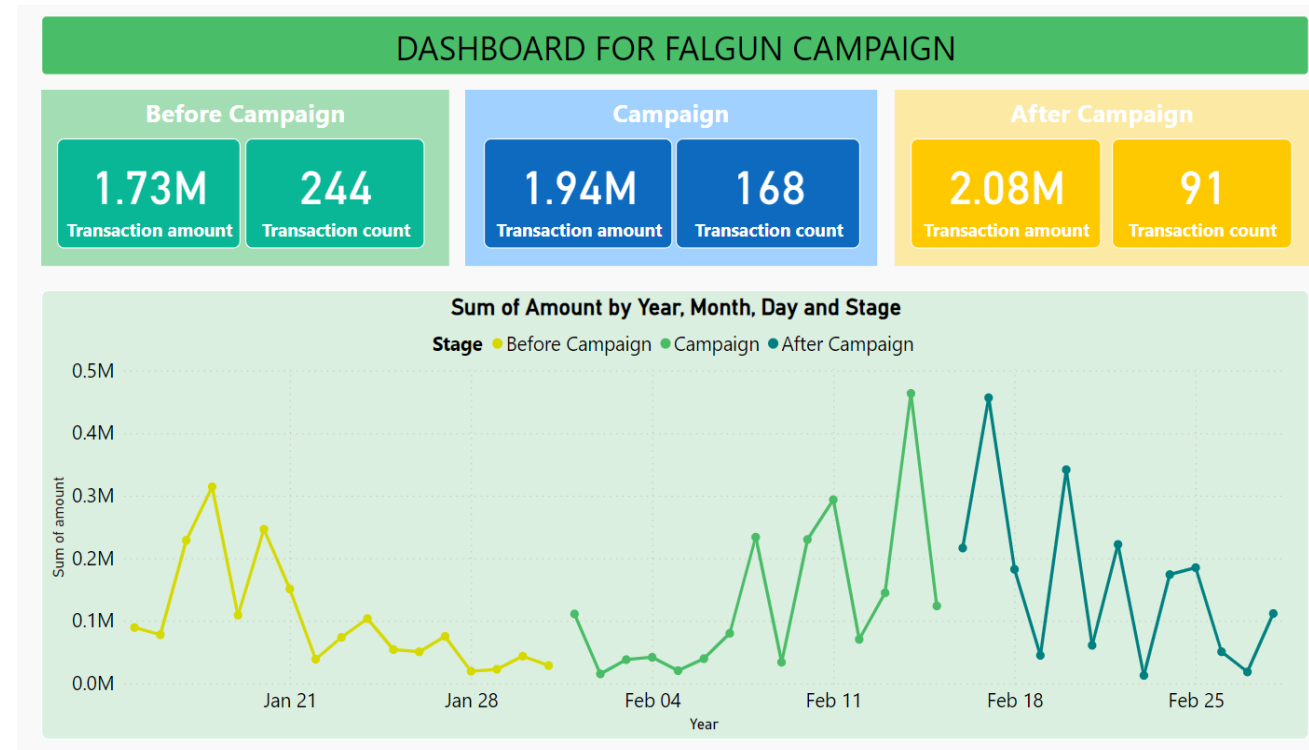
Top Bank Table

Bank	Transaction amount	Transaction count	Ticket Size
Islami Bank	303,957.31	8	37,994.66
Eastern Bank Limited	1,043,252.00	55	18,968.22
Brac bank	2,018,955.12	107	18,868.74
AB Bank	14,732.00	1	14,732.00
City Bank	1,344,798.35	104	12,930.75
Dutch Bangla	185,112.41	16	11,569.53
Mutual Trust Bank Limited	75,879.00	8	9,484.88
BKash	437,313.14	115	3,802.72
Total	**5,741,808.90**	**503**	**11,415.13**

Top Bank Transaction Amount

Stage ● Before Campaign ● Campaign ● After Campaign

Top Bank Transaction Count

Stage ● Before Campaign ● Campaign ● After Campaign

Top Bank Ticket Size

Stage ● Before Campaign ● Campaign ● After Campaign
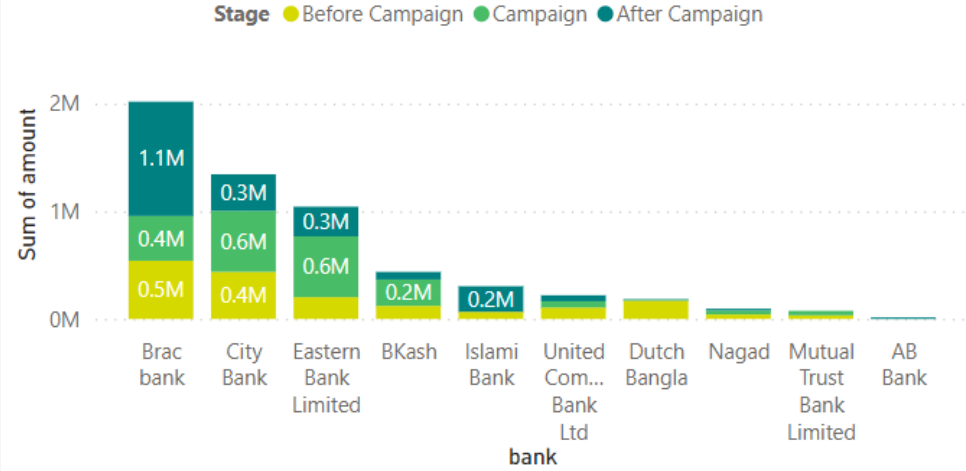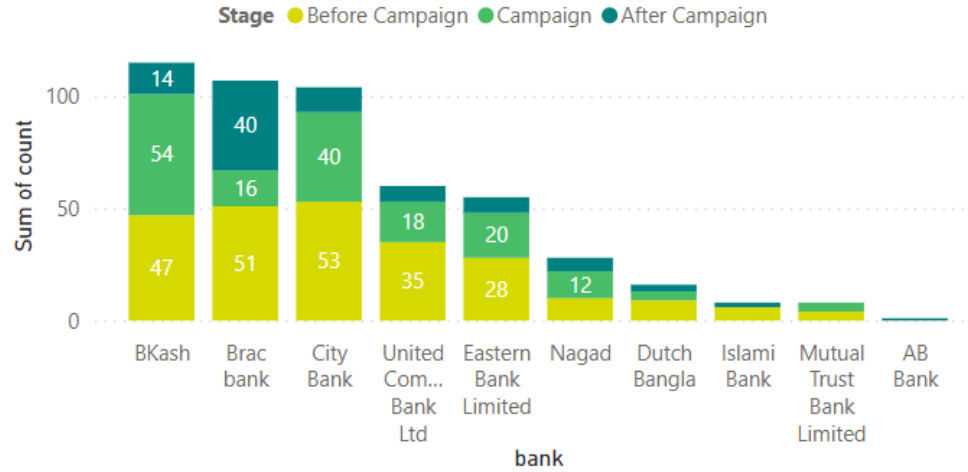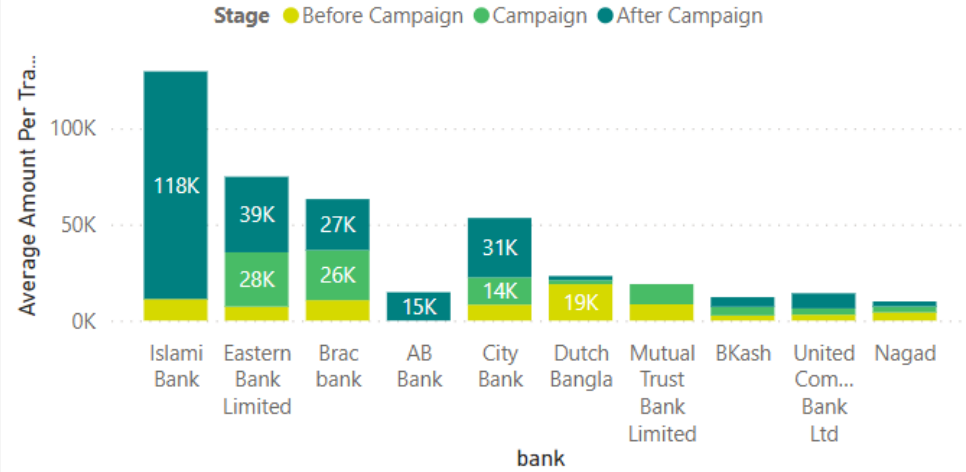
Top Category Table

Category	Transaction amount	Transaction count	Ticket Size
Electronics	2,477,991.80	107	23,158.80
Hardware Shop	1,423,083.13	62	22,952.95
Tour Operator/Agency	86,051.28	4	21,512.82
Marketplace	496,693.07	35	14,191.23
Real estate firm	128,716.55	21	6,129.36
Lifestyle	965,277.57	222	4,348.10
Footwear	19,522.20	5	3,904.44
Internet Marketing Service	11,490.00	3	3,830.00
Food	127,480.00	38	3,354.74
Total	**5,741,808.90**	**503**	**11,415.13**

Top Category Transaction Amount
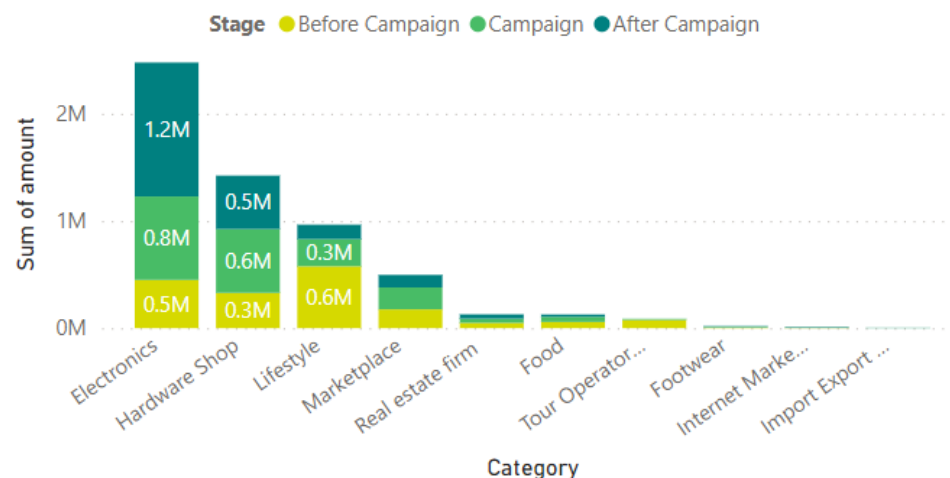
Top Category Transaction Count
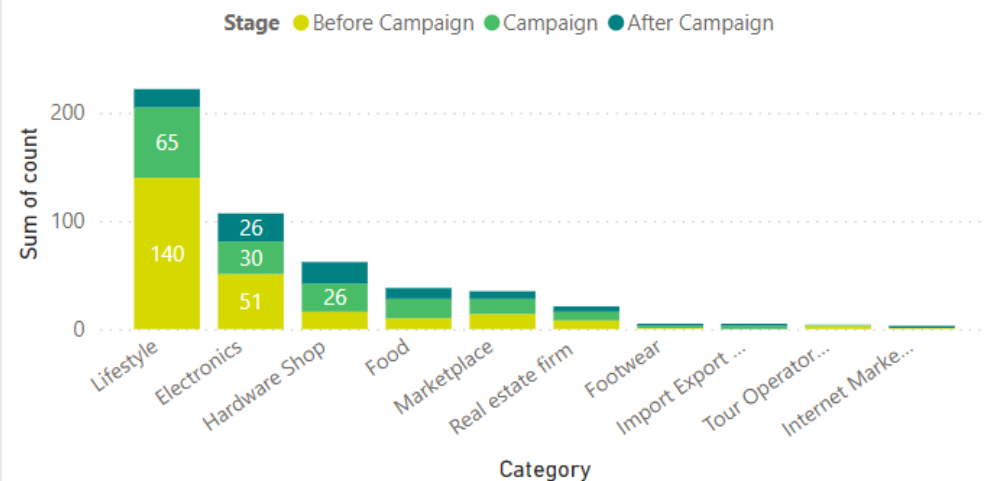
Top Category Ticket Size
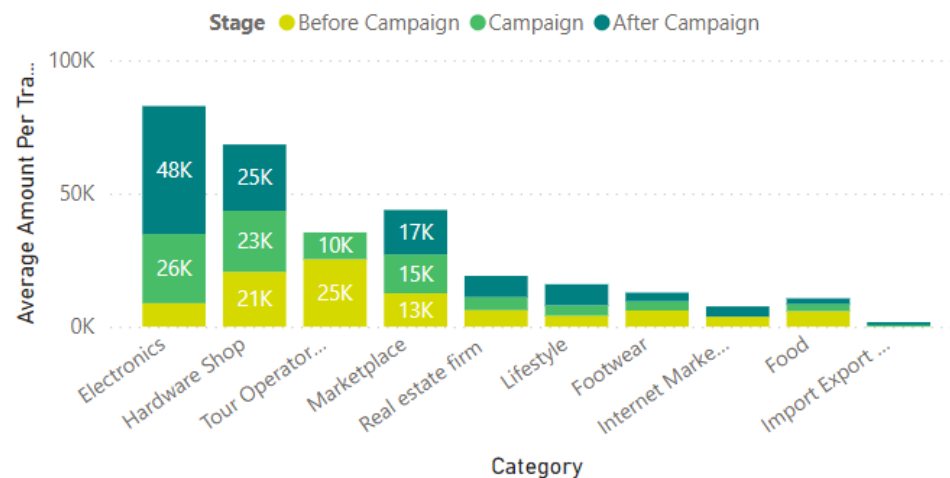
Merchant Name Table

Merchant name	Transaction amount	Transaction count	Ticket Size
TRAVEL GATEWAY	76,000.00	3	25,333.33
Esquire Electronics Limited	2,475,827.00	106	23,356.86
Hossain Enterprise	1,423,083.13	62	22,952.95
Neola Mart	35,200.00	2	17,600.00
Diamu	436,118.07	25	17,444.72
Travelia	10,051.28	1	10,051.28
Kay Kraft	606,056.69	80	7,575.71
Perfume Shop Bangladesh	118,152.55	18	6,564.03
Uni Tech	128,716.55	21	6,129.36
Total	**5,741,808.90**	**503**	**11,415.13**

Merchant Name by Transaction Amount

Stage ● Before Campaign ● Campaign ● After Campaign

company_name			
Esquire Electronics Li...	0.5M	0.8M	1.2M
Hossain Enterprise	0.3M	0.6M	0.5M
Kay Kraft	0.4M		
Diamu			
Uni Tech			
CHOCOLATESHOPBD....			
Perfume Shop Bangla...			
KLOTHEN			
TRAVEL GATEWAY			
Casual Polo			

Sum of amount — 0M, 1M, 2M

Merchant Name by Transaction Count

Stage ● Before Campaign ● Campaign ● After Campaign

company_name			
2XL	7	16	
Casual Polo	16		
CHOCOLATESHOPBD....	10	18	10
Diamu	12	7	6
Engage Dizitally Ltd			
Esquire Electronics Li...	51	29	26
Hamkobazar.com			
Hossain Enterprise	16	26	20
Kay Kraft	67	11	
KLOTHEN	45		

Sum of count — 0, 50, 100

Merchant Name by Ticket Size

Stage ● Before Campaign ● Campaign ● After Campaign

company_name			
TRAVEL GATEWAY	25K		
Esquire Electronics Li...	9K	27K	48K
Hossain Enterprise	21K	23K	25K
Neola Mart	18K		
Diamu	14K	22K	19K
Travelia	10K		
Kay Kraft	6K	15K	9K
Perfume Shop Bangla...	6K	10K	
Uni Tech	6K	5K	8K
LeisFita.com	7K		

Average Amount Per Transaction — 0K, 50K, 100K
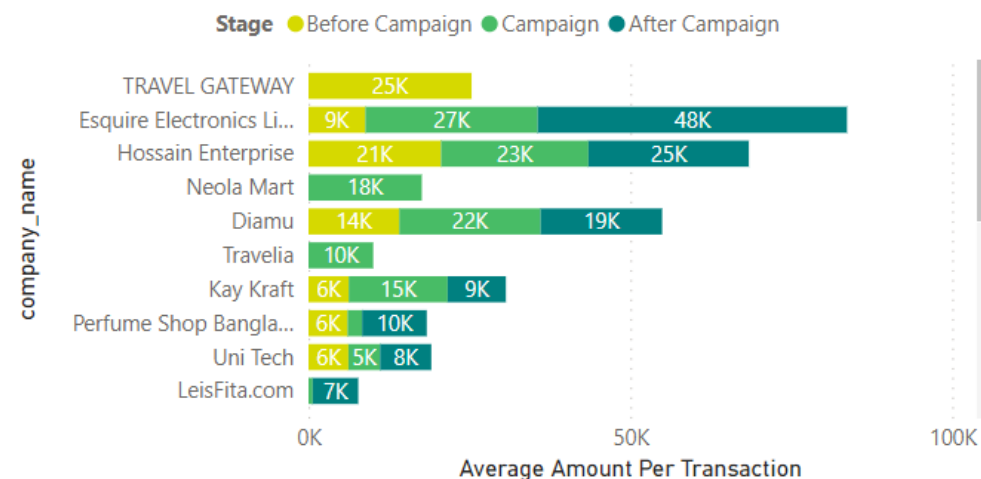
✓ **Inhouse Procurement Digitalization Project**

- Human Error Finding (Manually)
- Master Data Cleaning Using Automation
- Item Master
- Supplier Master (In Process)
- Customer Master

✓ **Key point:**

Procurement ROI (Return on investment) = Annual cost savings / Annual procurement cost.

Digital Procurement Transformation

Benefits: User Engagement, Improved Efficiency, Significant ROI, Skilled Decision Making, Defined Infrastructure, Supply Chain Improvement, Reduced Costs, Improved Agility
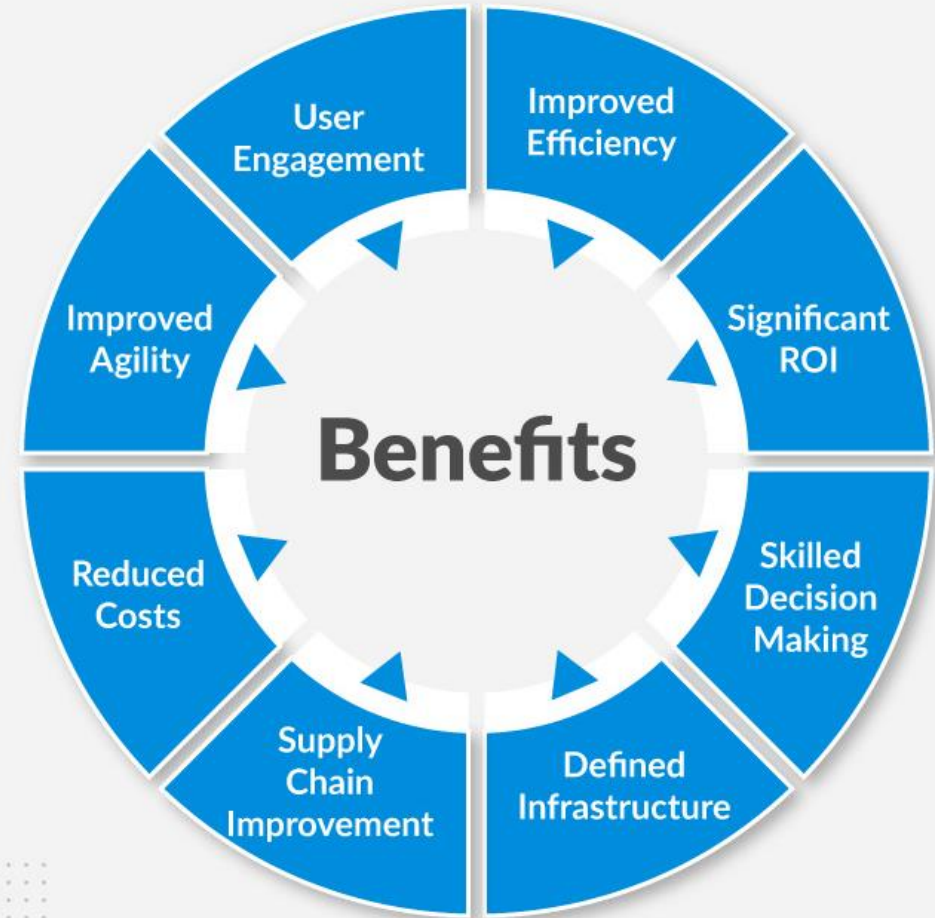
KEY PROJECTS:

✓ **Procurement KPIs Diagram in Microsoft Visio**

- Presents the Key Performance Indicators (KPIs) for Procurement along with Their Respective Sub-KPIs.

KEY PROJECTS:

✓ **Data Dictionary Easy CRM Database**

- Database with 300 tables and 3710 columns (Done)
- Table Name
- Column Name
- Data Type
- Column Key
- Is Nullable Or Not
- Primary Key
- Column Description
- Comments

✓ **Key point :** Why need DD, Problems faced.

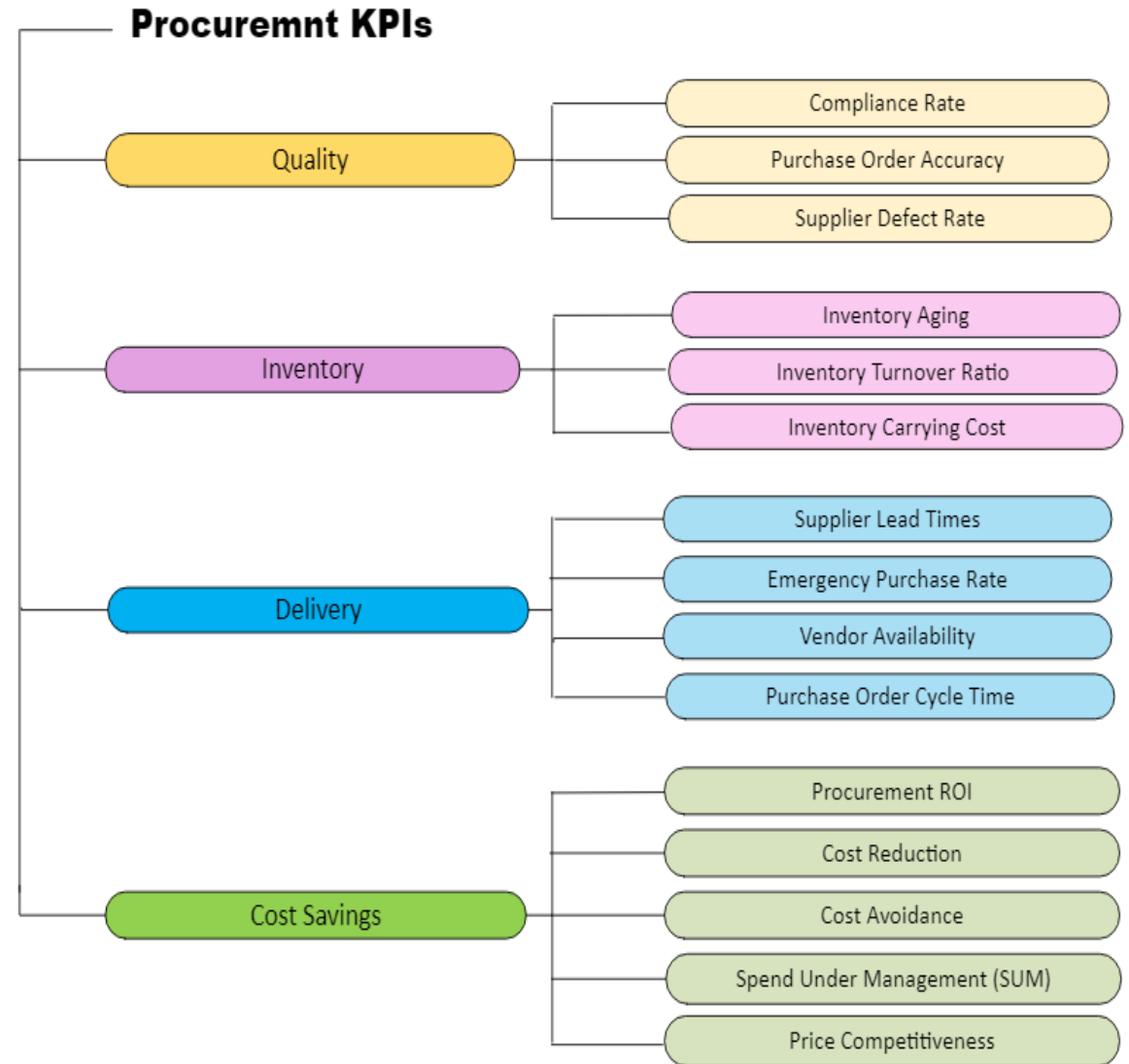| TABLE NAME	COLUMN NAME	DATA TYPE	COLUMN KEY	IS_NULLABLE	Primary Key	Column Description	Comments		
TABLE 105	COL 1	varchar		YES	No	ID Of the table	Don't need this Dataset		Color Code Description
TABLE 105	COL 2	varchar		YES	No	Contains table name whi	Don't need this Dataset		PRI key
TABLE 105	COL 3	varchar		YES	No	Batch no of the migrated	Don't need this Dataset		UNI key
crm_merchant_	id	int		NO	No	ID of The crm_merchant_i	Don't need this Dataset		MUL key
crm_merchant_	merchant_uid	varchar		YES	No	Merchant User ID	Don't need this Dataset		PRI key (YES)
crm_merchant_	store_uid	varchar		NO	No	Store User ID	Don't need this Dataset		Don't need these table
crm_merchant_	reg_mobile_no	varchar		NO	No	Registered Mobile Numbe	Don't need this Dataset		Info. given by Ajhar vai Easy CRM Team
crm_merchant_	Owner Mobile No	varchar		YES	No	Owner Mobile Number	Don't need this Dataset		
fs_merchant_26	id	bigint		YES	No	ID of the fs_merchant_260	Don't need this Dataset		Total Table In Easy CRM 300
fs_merchant_26	division_id	double		YES	No	Merchant's Division ID	Don't need this Dataset		Total colomn In Easy CRM 3710
fs_merchant_26	district_id	double		YES	No	Merchant's District ID	Don't need this Dataset		
fs_merchant_26	thana_id	double		YES	No	Merchant's Thana ID	Don't need this Dataset		
fs_merchant_26	area_id	double		YES	No	Merchant's Area ID	Don't need this Dataset		
fx_account_mar	id	bigint	MUL	NO	No	ID of The fx_account_management_files			
fx_account_mar	supervisor_accou	bigint		YES	No	Supervisor Account Management ID			
fx_account_mar	file_type	varchar		YES	No	Type of File			
fx_account_mar	file	varchar		YES	No	Location where file stored			
fx_account_mar	created_at	timestamp		YES	No	Time When that specific File Created			
fx_account_mar	updated_at	timestamp		YES	No	On Which Time and Date It Was Updated			
fx_account_mar	deleted_at	timestamp		YES	No	On Which Time and Date It Was Deleted			
fx_account_mar	id	bigint	PRI	NO	Yes	ID Of the fx_account_management_follow_ups			
fx_account_mar	merchant_accoun	bigint		NO	No	Merchant Account Management ID			
fx_account_mar	merchant_id	bigint		NO	No	Merchant ID			
fx_account_mar	status	varchar		NO	No	Call Satus of That Merchant			
fx_account_mar	remarks	varchar		YES	No	Comment About That Merchant			
fx_account_mar	assigned_to	bigint		YES	No	ID of Employee to Which It Has Been Assigned			
fx_account_mar	updated_by	bigint		YES	No	ID of Employee By Which It Was Updated			
fx_account_mar	created_at	timestamp		NO	No	Time When that specific File Created			

✓ **Data Scraping Using Google Maps API**

- Restaurants
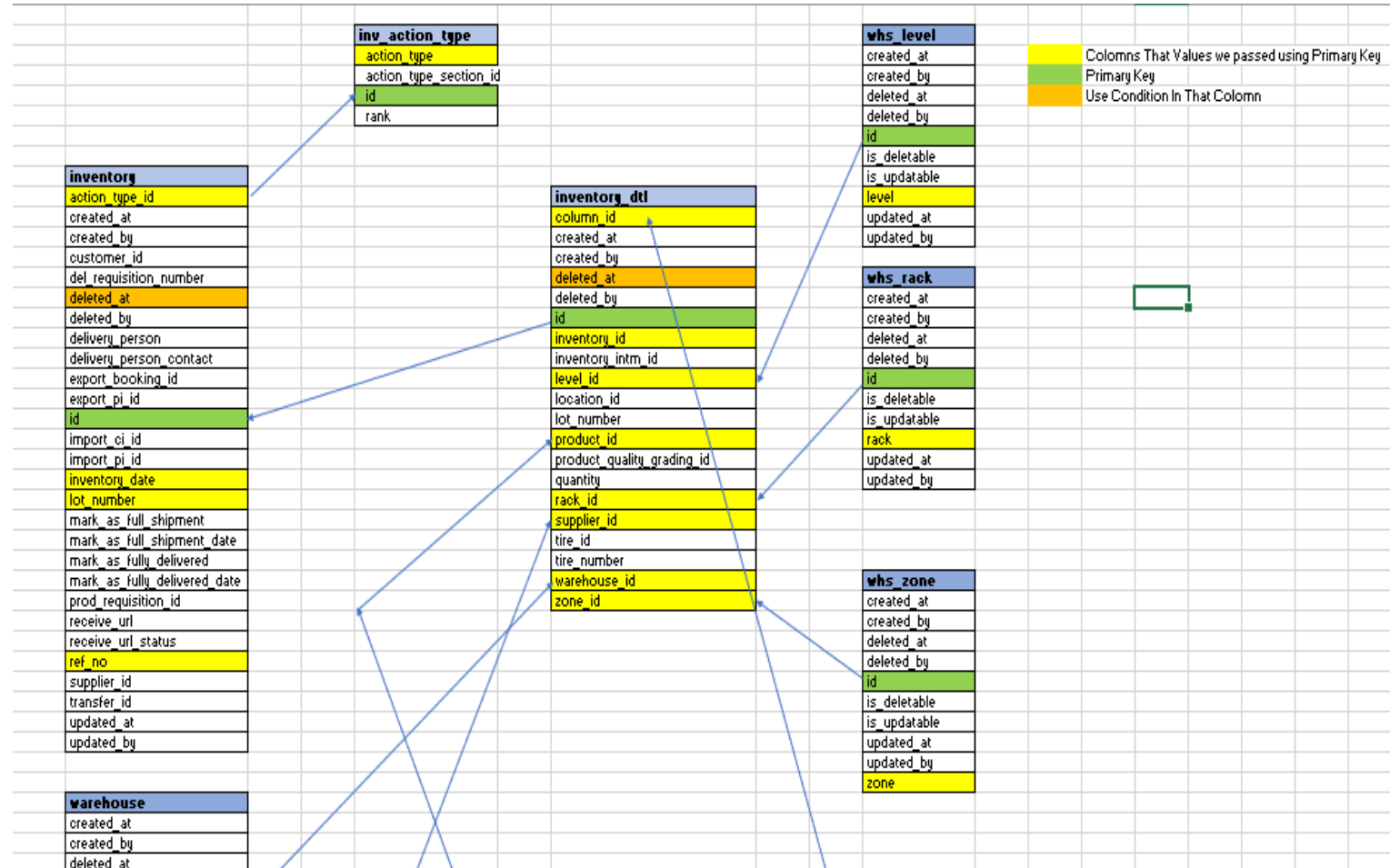
- Hospitals

- Retailers

✓ **Challenges:**

- At First, got 200 search results for any specific keywords at radius of 50 KM.

- After doing some changes in python algorithm and optimization, got 800 results for the same keywords and radius.

Google Maps API

✓ OIL Schema Diagram Excel Report

- Visualize how tables relate to each other through primary and foreign key connections.
- Highlights primary keys (unique identifiers) and foreign keys (links to other tables) that establish relationships between tables.

✓ **Report Generation**

- Data scrapping using Google Maps API

  Result: https://docs.google.com/document/d/1bK0YcfvZiTPLCP2css2Qplk704tETbjtexpPmFr1zrI/edit

- Human error business impact and need for procurement digitalization

  Result: https://docs.google.com/spreadsheets/d/11seA5V-E6mkfhQa7Y2cInfXxZtZYuvpo/edit#gid=1715805465

- Hazard analysis and critical control point (HACCP)

  Result: https://docs.google.com/document/d/1afbtJ7Ci27JNlsFhXLSMAmCqmxpJa9VksDX5C38SQ0U/edit
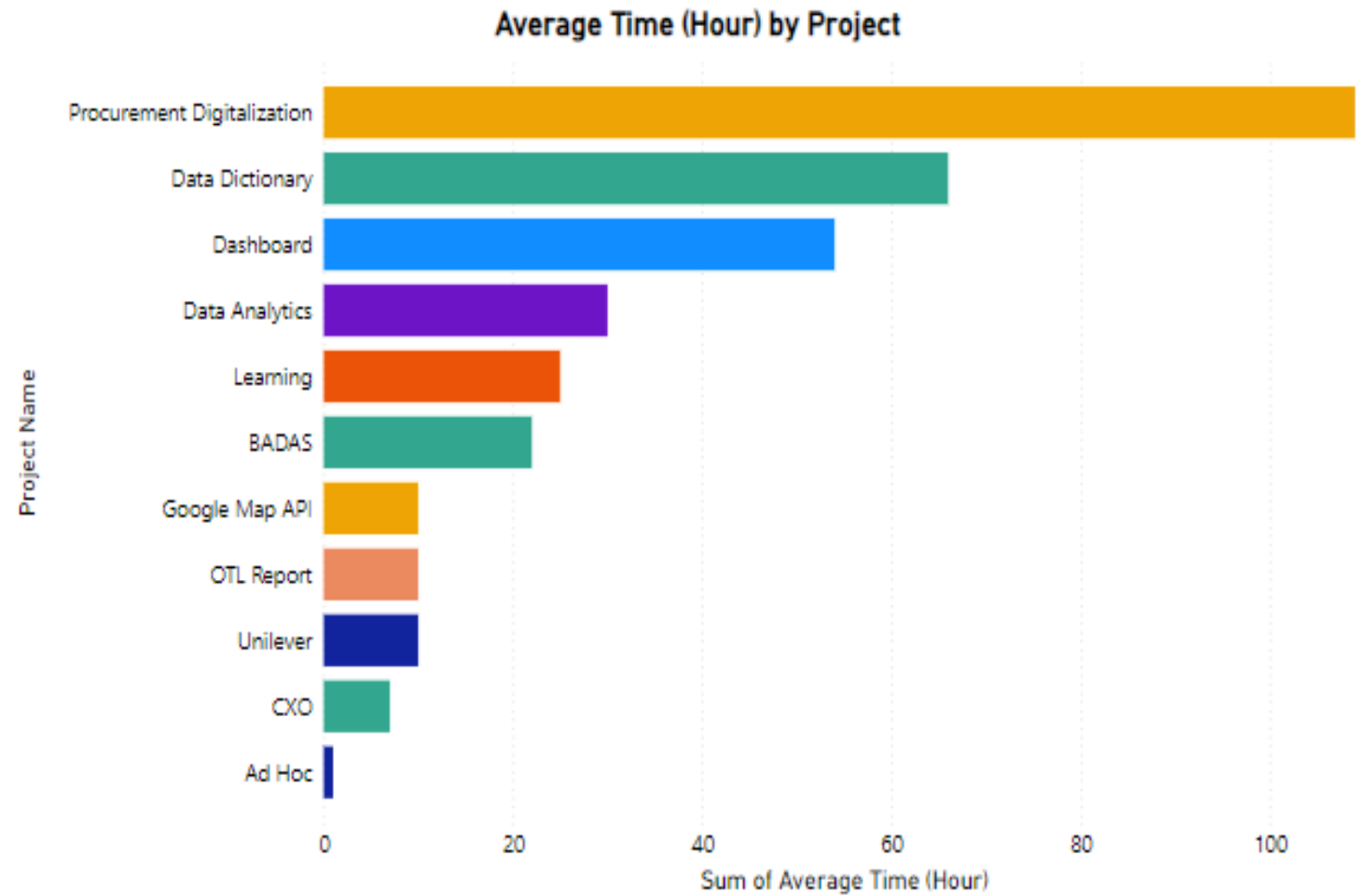
- Summery Of Process Flow OIL

  Result: https://docs.google.com/document/d/1cVs7q5gMWYSjK9S73bEQos6Zyn5A9kK4aETsUA01qRA/edit#heading=h.2yu6a8u4nlli

- FMCG products return analysis

  Result: https://docs.google.com/document/d/1FNgwUR8p4lrNt3-4E5b1S8TFiTD1kgrEafQD211mKpw/edit#heading=h.dnsh9s261f65

✓ **Evaluation of Internship Period**

Average Time (Hour) by Project

✓ Key Lessons Learned

- Improved attention to details.

- To help and coordinate with teams.

- Working in different projects parallelly.

- To meet deadline.

- Learned about business industries, understanding market trends and industrial challenges.

- Learned adapting unexpected changes or challenges.

- Learned how to receive **Positive or Negative feedback** during internship and apply it for personal and professional development.

✓ **Benefits to The Company**

- **Procurement Digitalization** project helps company to sort and manage procurement work process digitally.

- Utilizing **Data Scraping**, Data team can extract information from Google Maps that is not readily accessible in any pre-existing Excel spreadsheet.

- **Dashboards** offer a detailed overview of the company's financial performance and key insights.

✓ **My Experiences**

- Enjoyed the dynamic, energetic and positive working environment.
- Enjoyed sharing the same table with other data members.
- Enjoyed learning new skills.
- Enjoyed learning how to set new goals and meet these goals.

A Sincere Thank You

A special 'Thank You' to the SSL Data Department's every and each team member for taking me under their collective wings.