**SHAKIL AHAMMED**

**Data Analyst**

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**Summary**

I am an expert with over 2 years of experience collecting, cleaning, and analyzing large datasets using modern tools to extract meaningful insights. I also contributed to developing reports and dashboards to visualize key performance indicators.

# Technical Skills

**• Python • R • Machine Learning • SQL**

**• Power BI • Microsoft Excel • PostgreSQL • MySQL**

# Projects

**1. Superstore Sales Analysis by Python:** **Hypotheses:** • Technology products are the most profitable. • The East region has the highest sales. • Seasonal sales variations. • Same-day shipping has the lowest returns. • Higher profit on weekdays.

**Conclusions:** • Focus on technology products: Develop and promote them for higher profits. • Reduce lower-margin products: Optimize product portfolio. • Target Central region: Increase focus and evaluate others. • Maximize sales during November and December: Increase inventory, run targeted campaigns, and offer promotions. • Maintain sales during other months: Introduce new products and offer promotions or discounts. • Offer more same-day shipping options: Optimize inventory and supply chain.

• Focus on different promotions during weekends: Offer weekend-only promotions, run targeted campaigns, and organize special events. • Offer products popular among weekend shoppers: Home entertainment, and outdoor products.

**2. Vrinda Store Sales Analysis Using Excel:** This project provides a comprehensive overview of Vrinda Store's sales performance in 2023, aiming to identify key trends, growth areas, and improvement opportunities.

**Key Findings:** • Sales and Orders: March had the highest sales, while November had the lowest. • Gender: Women placed 64.05% of orders exceeding men's 35.95%. • Order Status: Most orders were delivered followed by returns, cancellations, and refunds. • Top Ordering States: Maharashtra leads in orders, followed by Karnataka and Uttar Pradesh. • Channels: Amazon had the highest order count followed by Myntra and Flipkart. • Age Group: Women dominated orders across all age groups.

• Channel Distribution: Amazon consistently led in order percentage, followed by Myntra and Flipkart.

**Recommendations:** Enhance customer satisfaction in top-ordering states. Allocate resources based on channel contributions. Foster innovation, provide training and promote data-driven decision-making.

**3. Credit Card Financial Dashboard Using Power BI:** • Developed an interactive dashboard usingtransaction and customer data from an SQL database to provide real-time insights. • Streamlined data processing & analysis to monitorkey performance metrics and trends. • Shared actionable insights with stakeholders basedon dashboard findings to support decision-making.

**4. Breast Cancer Prediction Machine Learning Project Using Logistic Regression:** Predict cell malignancy based on breast cancer dataset measurements.

**Conclusion**: Our analysis using a logistic regression model on breast cancer data shows promise. The trained model can be:

• Used for punctual cell analysis in hospitals. • Integrated into a doctor-facing application for predictions. • Potentially connected to a tissue analysis machine for automated diagnosis. Utilizing Python as a minimalist API, this approach could significantly save lives.

**5. Northwind Traders Sales Analysis by SQL:** Analyze and interpret the sales data of Northwind traders. The project utilizes SQL to query and manage large datasets, providing a comprehensive view of sales patterns, customer behavior, and inventory management. The analysis is focused on identifying key trends, performance metrics, and potential areas for optimization.

**Portfolio : Github:** [**github.com/SHAKIL-The-Analyst**](https://github.com/SHAKIL-The-Analyst/All-Projects.git) **Google Drive:** [**drive.google.com/drive**](https://drive.google.com/drive/folders/1MZFQ9YVaML7c3kxDB5P3YU0xpguALp8E?usp=sharing)

**Experience**

I conducted several in-depth exploratory data analyses using R programming for forestry research at SUST. **Jul 2023 – Present**

# Certifications & Achievements

**Issuing Organization:** [**IBM Cognitive class**](https://cognitiveclass.ai/) **Issuing Organization:** [**Simplilearn**](https://www.simplilearn.com/)

[SQL and Relational Databases 101](https://courses.cognitiveclass.ai/certificates/9c1ccb78c15347509059cdd465526b36) [Business Analytics with Excel](https://simpli-web.app.link/e/7bMotW0zfMb)

[Data Analysis with Python](https://courses.cognitiveclass.ai/certificates/06c85c30a31b48bfb51860c1bea63bae) [Power BI for Beginners](https://simpli-web.app.link/e/UaOHgN3UhMb)

[Data Visualization with Python](https://courses.cognitiveclass.ai/certificates/f0a4a73c10954007af73b1f07f8c825d) [Become a data scientist in statistics for data science](https://simpli-web.app.link/e/sFDocEo3cMb)

[Machine Learning with Python](https://courses.cognitiveclass.ai/certificates/1ec4123200804a76b15e86508c7ae4e8)

[Python 101 for Data Science](https://courses.cognitiveclass.ai/certificates/712523dc993848abbfdb9bf2523a1f18)

**Education**

**Shahjalal University of Science and Technology Jan 2020 – Present**

Bachelor of Science in Forestry & Environmental Science Sylhet, Bangladesh