

K.M Shafkat Hossain

Data Analytics and Data Science Enthusiast

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OBJECTIVE

A motivated and detail-oriented BBA graduate in Management with hands-on skills in Excel, Power BI, MySQL & Python. Seeking an entry-level role in data analysis or business intelligence where I can apply analytical skills to solve real world business problems and grow in a data-driven environment.

SKILLS

📚 Technical Skills:

- Languages: SQL, Python
- Data Analysis Tools: Microsoft Excel, Power BI, Pandas, NumPy
- Frameworks/Tools: MySQL, Jupyter Notebook
- Data Visualization: Power BI, Excel, Matplotlib, Seaborn
- Database Concepts: RDBMS, Joins, Subqueries, Aggregations, CTE

EDUCATION

Bachelor of Business Administration (Honours) in Management

Tejgaon College, National University, Bangladesh

Graduation Year: 2022

Dhaka, Bangladesh

PROJECTS

- **RFM Segmentation Analysis** 🔗 [Github](#)

Used SQL to import sales data from a CSV file and calculate Recency, Frequency, and Monetary scores using CTEs and aggregate functions. Identified customer segments based on RFM values to support data-driven marketing strategies.

- **ADVENTURE WORKS SALES DASHBOARD & CUSTOMER ANALYTICS** 🔗 [LIVE/ Github](#)

Build an interactive dashboard using Power BI to analyze and visualize data from the Maven Analytics Adventure Works Bike Shop dataset, incorporating data cleaning, DAX calculations, and geographic mapping.

- **Sales Performance Dashboard for D-Mart using Excel** 🔗 [Github](#)

Developed an interactive Excel dashboard to analyze D-Mart's sales data across categories, regions, segments, and shipping modes using Pivot Tables, Charts, and Slicers. Enabled data-driven insights through dynamic visualizations and clean layout design.

Diwali Sales Analysis [🔗 Github](#)

Performed EDA using Python (Pandas, Matplotlib, Seaborn) to analyze customer demographics and sales patterns. Derived insights on top product categories and customer segments to support business decisions.

COURSES

- **Microsoft Excel: 10 minute school**
Microsoft Power BI: Lead Academy

Language

English and Bangla