

# K.M Shafkat Hossain

Data Analytics and Data Science Enthusiast

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|| Portfolio: <https://shafkat170.github.io/>

## OBJECTIVE

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A motivated and detail-oriented BBA graduate in Management with hands-on skills in Excel, Power BI, and MySQL. 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

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### 💻 Technical Skills:

- Languages: SQL
- Data Analysis Tools: Microsoft Excel, Power BI
- Frameworks/Tools: MySQL
- Data Visualization: Power BI, Excel (PivotTable, PivotChart, Slicers)
- Database Concepts: RDBMS, Joins, Subqueries, Aggregations, CTE

## EDUCATION

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### Bachelor of Business Administration (Honours) in Management

Tejgaon College, National University, Bangladesh

Graduation Year: 2022

Dhaka, Bangladesh

## PROJECTS

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### • 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.

- **Customer Churn Analysis Using Python**  [Github](#)

Explored and analyzed a telecom customer churn dataset using Python (Pandas, Seaborn, Matplotlib). Performed data cleaning, transformation, and visualization to uncover key patterns and reasons behind customer attrition.

## COURSES

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- [Microsoft Excel: 10 minute school](#)
- [Microsoft Power BI: Lead Academy](#)
- [Data Analytics and Power BI Career Path: Interactive Cares](#)

## Language

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English and Bangla