Afsana Bhuiyan

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EDUCATION

COOP Careers - Data Analytics Fellow — February 2025 – June 2025

- Trained in a 16-week fellowship program, acquiring expertise in data cleaning, transformation, analysis, and visualization using SQL, Python, and Tableau, alongside continuous professional development.

Rensselaer Polytechnic Institute — August 2020 - May 2024

Bachelor of Science in Computer Science

- **Coursework**: Data Science, Database Systems, Interactive Data Visualization, Human & Machine Learning
- **Extracurricular Activities**: Discrete Math Teaching Assistant, Girls Who Code Club President

TECHNICAL SKILLS & CERTIFICATIONS

- **Certifications**: Google Analytics Professional Certificate (Coursera)
- **Programming Languages**: Python (Pandas, NumPy, Scikit-learn), SQL, JavaScript, HTML/CSS, C++, C, Java
- **Tools & Technologies:** Tableau, Excel (Pivot Table & VLOOKUP), Git, React, Flask, Firebase, Junit

RELEVANT EXPERIENCE

ISO New England — Holyoke, MA

Software Engineer Intern — June 2023 – December 2023

- Tested internal web app with JUnit, achieving 85% code coverage and 4% performance boost.
- Improved data retrieval speed by 20% by building an automated email dispatch system with Java, Spring Boot, and Apache Camel.
- Presented projects to 100+ employees at a company-wide expo and led technical demo for a 10-person development team.

Girls Who Code — Remote

Teaching Assistant — June 2022 – August 2022

- Led coding lessons for 40+ students, in web development fundamentals with JavaScript, HTML/CSS.
- Mentored students and provided project support and guidance on technical skills and career planning.

PROJECTS

Spatial Marketing Dashboard — May 2025

- Built an interactive Tableau dashboard to analyze key KPIs—Conversion Rate (CVR), Cost Per Action (CPA), Cost Per Click (CPC), Click-Through Rate (CTR), and Cost Per Mille (CPM)—across U.S. states.
- Uncovered regional trends such as stronger CVR and lower CPC in Southern states, and recommended reallocating budget to high-efficiency states, using region-specific messaging to boost engagement, and revising underperforming campaigns to improve ROI.

Jet Genie — February 2025

- Developed the frontend of an AI-powered travel planner using React.js, featuring a drag-and-drop calendar for users to build and customize day-by-day itineraries.
- Used prompt engineering with the Groq API to generate real-time travel suggestions based on user preferences, enabling dynamic activity recommendations and personalized trip planning.
- Collaborated in a team of 4 during a 24-hour hackathon, delivering a fully functional MVP with a Flask + Firebase backend for storing user data and syncing itinerary changes.

Movie Mate — November 2024

- Built a full-stack movie recommendation app using Flask and JavaScript, integrating the TMDb API (accessing over 500,000+ movie records) to deliver personalized results based on genre, rating, and runtime filters.
- Designed an interactive quiz-based interface that guided users through tailored questions to capture preferences, then dynamically generated 10 personalized movie recommendations ranked by relevance.

Genre Galaxy — April 2024

- Built an interactive Python dashboard using NetworkX to perform network analysis on 10,000+ Goodreads books, mapping co-occurrence across 100+ genres.
- Applied graph theory to uncover reader cross-interest patterns and proposed data-driven strategies to optimize recommendation systems for publishers and platforms.