# **Al Safin**

2no Gate, Alfalagoli, Panchlaish, Chittagong

### **Summary**

# Master's Candidate in Statistics | Data Analyst | Insight-Driven

Skilled in Excel, Power BI, SQL, Python, R, and SPSS, with hands-on experience in predictive modeling, data visualization, and big data analytics. Strong communicator with leadership experience and a collaborative mindset. Passionate about using data to solve real-world problems and drive business performance.

#### **Technical skill**

Programming Language: Python, R, SQL

Framework: Pandas, NumPy

Database: MySQL, SQL Server, Snowflake

**Data Visualization:** MS Excel/ Google Sheet, Powe Bi, **Statistical Analysis:** Eda, Time Series Analysis, A/B Testing **Modeling Technique:** Linear Regression, logistic Regression

#### **Education**

University of Chittagong
Bachelor of Science (B.Sc), Statistics

Chittagong, Bangladesh

01/2020-present

• CGPA: 2.73(appeared)

# **Projects**

## **Project Name:**

### RFM Segmentation Analysis using SQL and Power BI: LIVE GitHub

This project applies Recency, Frequency, and Monetary (RFM) analysis to segment customers based on purchasing behavior. Using Python and Power BI, it identifies high-value, at-risk, and loyal customer groups to optimize targeted marketing strategies. The insights help businesses personalize outreach, improve retention, and boost overall profitability.

### Sales Analytics Dashboard: LIVE

Designed an interactive Power BI report to analyze sales performance across products, regions, and customer segments. Delivered insights on revenue trends, profit margins, and return rates to support strategic decision-making. Highlighted top-performing categories and forecasted growth using advanced visualization and DAX measures.

## Cohort Analysis for Customer Retention Tool: Power BI <u>Live</u>

Built an interactive Power BI dashboard to analyze customer retention by cohort. Used DAX to calculate retention rates and visualize behavioral trends over time, enabling data-driven strategies to improve customer loyalty and lifetime value.

## Language

- Bangla
- English