

AI Safin

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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, PoweBI,

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

Projects

Project Name:

- **Data Warehouse & Advanced EDA Project | SQL:** [Project Management GitHub](#)
Designed and implemented a multi-layered data warehouse architecture (Bronze, Silver, Gold) to manage and transform raw data into business-ready insights. Performed data ingestion, cleansing, integration, and validation using SQL. Built star schema models, created a data catalog, and conducted exploratory data analysis to support strategic decision-making.
- **RFM Segmentation Analysis using SQL and Power BI:** [LIVE GitHub](#)
Performed Recency, Frequency, and Monetary (RFM) analysis using SQL and Power BI to segment customers based on purchasing behavior. Identified high-value, at-risk, and loyal customer groups to support targeted marketing strategies. Delivered actionable insights that enhanced customer retention, personalized outreach, and improved overall profitability.
- **Cohort Analysis for Customer Retention Tool: PowerBI** [Live](#)
Developed an interactive Power BI dashboard to analyze customer retention by cohort. Utilized DAX to calculate retention rates and visualize behavioral trends over time. Delivered insights that supported data-driven strategies to enhance customer loyalty and maximize lifetime value.

Certification

1. **Data Analytics and Power BI Career Path:** Interactive Cares, September 2025

Extracurricular Activity

1. **Executive Research & Development:** Programming Club, Department of Statistics, University of Chittagong