Al Safin

📍2no Gate, Alfalagoli, Panchlaish, Chittagong

📧Email ||📱01521396681 || 🐙 Github || 💼 Linkedin || 📁 Portfolio

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	**Chittagong, Bangladesh**
Bachelor of Science (B.Sc), Statistics	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* Live
  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