

Arafat Hossain Ankon

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Career Objective

As a passionate and detail-oriented individual with a strong foundation in business analytics and data-driven problem solving, I am eager to apply my knowledge where I can utilize my skills in SQL, Python, Excel, and Power BI to analyze and interpret data. I am committed to continuous learning and adapting to dynamic business challenges.

EDUCATION

2021 – 2025	DAFFODIL INTERNATIONAL UNIVERSITY (DIU) Bachelor of Science in Software Engineering (Major in Data Science) CGPA: 3.92 out of 4.00
2020	Milestone College Higher Secondary School Certificate (H.S.C) GPA: 5.00 out of 5.00
2018	Rani Bilas Moni GOVT. Boys HIGH SCHOOL Secondary School Certificate (S.S.C) GPA: 5.00 out of 5.00

Projects

10/2024 – On Going	Automatic Portfolio Website Builder  Demo This project is about creating an intuitive web application that allows users to effortlessly design personalized portfolio websites. It features a user-friendly interface where users can select from various design templates and fill out an adaptive form tailored to their chosen design. A key functionality is the one-click publishing feature , enabling seamless deployment of the websites to hosting platforms. Modern web technologies, including HTML, CSS, and JavaScript , were utilized to ensure a responsive design. The project also involved conducting user testing and gathering feedback to enhance overall user experience, while focusing on scalability and maintainability for future enhancements.
09/2024	E-Commerce Sales Analysis using Power BI  Github Developed an interactive Power BI dashboard to analyze e-commerce sales performance, focusing on sales trends, product metrics, and customer behavior. The project involved data cleaning and transformation using Power Query for accuracy. It enabled stakeholders to make informed decisions and enhanced my skills in data analytics and visualization . Impact of the Dashboard The insights from the dashboard significantly enhance business operations by: <ul style="list-style-type: none">• Optimizing Inventory Management: Better allocation of high-demand items reduces stockouts.• Targeted Marketing Campaigns: Focuses efforts on high-demand areas, particularly Tier 3 locations.• Driving Revenue Growth: Identifies high-yield categories and regions to boost overall sales.

09/2024

Telco Customer Churn Analysis using Python [Github](#)

This project focuses on analyzing customer churn patterns through a dataset of 7,043 customer records to identify key factors influencing churn and provide insights for **improving customer retention strategies**.

Key Steps:

- Cleaned the dataset and performed Exploratory Data Analysis (EDA) using Pandas, Matplotlib, and Seaborn.
- Analyzed key fields such as Churn, Tenure, SeniorCitizen status, InternetService type, and PaymentMethod.
- Found a churn rate of 26.54%, with senior citizens 41.7% more likely to churn.
- Found that customers with fiber optic internet and those on month-to-month contracts exhibited higher churn rates.

Key Recommendations:

- Improve fiber optic services.
- Encourage long-term contracts with incentives.
- Promote automatic payments with discounts.
- Enhance customer satisfaction during the first three months for new users.

08/2024

Shop Expansion Analysis By SQL [Github](#)

The primary goal of this project is to analyze the sales data for Monday Coffee, which has been selling online since January 2023. The analysis aims to identify the top three cities in India suitable for new coffee shop locations based on consumer demand and sales performance.

Key Insights:

- Estimated Coffee Consumers: Analyzed population data to determine coffee consumers in each city (25% of population).
- Total Revenue: Calculated total coffee sales revenue for Q4 2023.
- Sales by Product: Measured units sold for each coffee product.
- Average Sales: Evaluated average sales per customer by city.

Recommendations:

- 1.Pune: Highest revenue, low rent per customer, strong average sales.
- 2.Delhi: Largest consumer base (7.7 million), affordable rent.
- 3.Jaipur: Strong customer count, low rent, competitive sales.

TECHNICAL SKILLS

	Highly Proficient	Proficient	Familiar
Languages/Frameworks	Python, HTML, CSS, C, SQL	Dart, Flutter, JavaScript	R, PHP, Java
Libraries	NumPy, Scikit-Learn, Pandas, Matplotlib, Seaborn	Beautiful Soup, PyTorch, OpenCV	SciPy, PyCaret
Tools	Jupyter Notebook, Google Collab, MS Excel	Google Analytics, Microsoft Power BI	Matlab, SAS, SPSS
Other tools	ClickUp, Figma, Adobe XD, Canva, Google Docs, Google Sheets, MS Word, MS Powerpoint,	Adobe Illustrator, Adobe, Semrush	Adobe Premier Pro

ACHIEVEMENTS

- Awardee, Talent Hunt Scholarship with 100% waiver at Daffodil International University
- 1st Runner-Up at BLC BEST PRACTITIONER AWARD 2020

HOBBIES

- Hiking
- Travelling
- Volunteering

REFERENCES

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