Arafat Hossain Ankon

ankontheanalyst@gmail.com github.com/ankon35 linkedin.com/ankonhossain +8801676-597334



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

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

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.

09/2024

E-Commerce Sales Analysis using Power BI & Github

Developed an interactive dashboard to analyze e-commerce sales performance, leveraging **Power BI** for **data visualization** and insights. The project involved comprehensive **data cleaning** and transformation using **Power Query** to ensure accuracy and consistency. Key features of the dashboard included sales trends, product performance metrics, and customer behavior analysis, enabling stakeholders to make informed decisions. This project enhanced my skills in data analytics and visualization, demonstrating the ability to derive actionable insights from complex datasets.

Impact of the Dashboard

The insights from the dashboard significantly enhance business operations by:

- 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.

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:

Powerpoint,

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 Bl | Matlab, SAS, SPSS |
| Other tools | ClickUp, Figma, Adobe XD, Canva, Google Docs, Google Sheets, MS Word, MS | 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

Dr. Imran Mahmud

Associate Professor & Head Department of Software Engineering, Daffodil International University

01711370502 imranmahmud@daffodilvarsity.edu.bd

Nahida Akter

Sales Specialist Oracle Bangladesh

01730370365 nahida.akter@oracle.com