Atif Ahnaf Chowdhury

Data Science & Analytics Professional

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PROJECTS

Recommendation Engine   **FEB 2023 - Jul 2023**

- Led Bangladesh's first AI initiative in the OTT industry by deploying an in-house Recommendation Engine, personalizing experiences for 9M+ users and driving measurable increases in plays and watch time.

SKILLS

- **Analytics & Machine Learning:** Predictive Modeling, Time Series Forecasting, Optimization, Deep Learning, NLP, Recommendation Systems, Clustering, Classification, Regression
- **Data Visualization & Dashboards:** Tableau, Power BI, Looker Studio
- **Data Engineering & Cloud:** ETL, Data Modeling, AWS (S3, Lambda, Redshift), GCP (BigQuery)
- **Technical Skills:** Python, SQL, R, SAS, Git, Excel, Google Sheets, APIs
- **AI & LLM Tools:** LLM APIs (OpenAI, Gemini, Claude), LangChain, LlamaIndex, Hugging Face, Pinecone, RAG Pipelines, Prompt Engineering, Streamlit

EXPERIENCE

BONGOBD   **Dhaka, Bangladesh**

Lead BI Analyst   **FEB 2022 - Sep 2024**

- Led and mentored the BI team, driving data-driven decision-making and aligning strategies with C-level executives across 4+ departments.
- Analyzed data across OTT and social platforms with a combined user base of 9M+, generating actionable insights that supported stakeholders and informed strategic company decisions.
- Enhanced product and marketing performance through A/B testing and user behavior analysis, leading to a 348% rise in plays and a notable increase in DAU.
- Automated the reporting process by developing a custom solution to streamline data extraction and storage, reducing reliance on third-party tools and saving 80% annually in one of the operational costs.

FARIB INDEC & ASSOCIATES   **Dhaka, Bangladesh**

Digital Consultant   **APR 2021 - Jan 2022**

- Spearheaded data-driven marketing strategies, increasing online visibility by 200% and expanding market reach by 35%.
- Developed and automated performance tracking, enabling real-time monitoring across 3 departments and improving decision-making.

MAYBANK   **Kuala Lumpur, Malaysia**

Jr. Data Scientist   **FEB 2020 - Dec 2020**

- Designed interactive dashboards (Python, Plotly, Dash) for internal stakeholders across 20+ countries, analyzing credit card data to deliver predictive insights for strategic decisions.
- Conducted competitive analysis for 4+ regional banks, identifying emerging digital trends impacting 10M+ app users.
- Developed "Python for Data Science" course with 5 chapters, covering essential libraries for data analytics & simplifying ML concepts.

EDUCATION

UNIVERSITY OF BRIDGEPORT   **Connecticut, United States**

Master of Science in Analytics & Systems; Major in Business Analytics / (GPA: 4.00/4.00)   **JAN 2024 - Dec 2025**

- Thesis: Prediction of S&P 500 using Sentiment & Artificial Neural Network

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA   **Kuala Lumpur, Malaysia**

Bachelor of Science in Computer Science, Major in Data Science / (GPA: 3.11/4.00)   **JAN 2016 - Aug 2020**

- Thesis: Sentiment Analysis of Children's Book using Deep Learning (LSTM, CNN). (2019)