

# Rafsan Ahmed

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## PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with a strong foundation in SQL, Python, and Tableau, complemented by a diverse background in entrepreneurship and industrial engineering. While working at several startups during my master's, I discovered the transformative power of data and pivoted my career to analytics—earning the Google Data Analytics Certificate and building advanced proficiency in industry-standard tools through hands-on projects.

## SKILLS

**Programming & Analysis:** SQL (MySQL, PostgreSQL), Python (BeautifulSoup, Pandas, NumPy), R (Basic), Excel (PivotTables, VLOOKUP, Conditional Formatting)

**Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn

**Design & Productivity:** Figma, Adobe Illustrator, Photoshop, Notion, Asana

## PROJECTS

**Python Projects** | (Pandas, NumPy, Seaborn, Matplotlib, BeautifulSoup) May 2025

- Movie Correlation:** Cleaned and analyzed 5600+ movie data to find correlations between different features such as budget, revenue, and ratings using Python libraries Pandas, NumPy, and Seaborn
- Data Automation:** Automated the data collection process of top 20 crypto coins using the CoinGecko API and performed analysis on the retrieved data using Pandas, Seaborn and matplotlib
- Web Scraping:** Developed a web scraper to extract product data from Amazon, including product names, prices, ratings, and review counts. Automated data collection processes and exported the data to **Excel** for further analysis

**Cyclistic Ride-Share** | MySQL, Excel, [Tableau](#) | [GitHub Link](#) Sep 2024

- Cleaned and transformed 5M+ ride trip data by handling missing values, duplicates, and aggregating ride data for insightful reporting
- Analyzed the cleaned ride trip records using **SQL** and **Excel** to identify commuter trends and usage patterns
- Designed an interactive Tableau dashboard for the Cyclistic Case Study, visualizing the seasonal trends and usage patterns during different times as well as different routes the users take

**Covid-19 Data Exploration** | MySQL, Excel, [Tableau](#) | [GitHub Link](#) May 2024

- Transformed 400,000+ data and performed exploratory data analysis to gather informed insights into the global impact of Covid-19
- Developed a Tableau dashboard providing an overview of the global death count, continental death count, and infection data across all the countries around the world

**Reflect – Solo Venture** | [Esch Winner](#)

Toronto, ON

Personal Project

Jan 2023 – Apr 2024

- Conducted 20+ customer interviews to understand user needs and pain points, translating insights into actionable business requirements and aligning product development with customer demands
- Successfully secured \$13,000 in grant funding by winning both Stage 1 and Stage 2 of the Norman Esch Awards, validating the venture's impact and potential

## EXPERIENCE

**ShieldMate**

Toronto, ON

Research Analyst

May 2023 – Dec 2023

- Utilized analytical skills to conduct in-depth **market research**, identify key market needs and trends to inform the development process for the innovative startup
- Led the conceptualization and wireframing for the envisioned platform using **Figma** to guide app development and ensure maximum user satisfaction
- Collaborated with various stakeholders and firms to forge strategic partnerships to amplify the app's reach and impact

**HealthMate**

Toronto, ON

Technical Lead

Sep 2022 – Feb 2023

- Led prototyping and product development, using Bubble.io for a no-code platform and guiding the team through technical decisions
- Designed UI/UX assets in **Figma** and **Adobe Illustrator** to deliver a functional and user-friendly health tech interface

## EDUCATION & CERTIFICATIONS

**Google / Coursera**

Online

Data Analytics Professional Certificate

Mar 2024 – Sep 2024

**Toronto Metropolitan University**

Toronto, ON

M.Eng. in Innovation & Entrepreneurship (GPA: 3.87)

Sep 2022 – Jun 2024

**Ahsanullah University of Science & Technology**

Dhaka, Bangladesh

B.Sc. in Industrial & Production Engineering (GPA: 3.37)

Apr 2016 – Feb 2021