

# Istiyaque Ahmed Ridoy

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## Tools:

Google Analytics

Metabase

Tableau

Orange ML

Power BI

Microsoft Office Suite

Google Data Studio

Google Tag Manager

Trello

Jira Software

Mixpanel

## Languages:

SQL

Python

HTML

CSS

Vanilla JS

## Skills:

Data Visualization

Business Statistics

Presentation

## About

I am inclined toward making data-driven decisions. My specialty lies in integrating my knowledge of business and the technical skills I have acquired over time and creating additional value.

## Experience

### GoZayaan

Apr-21 to Present

Analyst . Part-time

- Producing monthly and annual hotel **reports**, identifying and analyzing the influence of different factors on hotel sales performance
- Preparing population samples for customer feedback **survey** to understand the difference of needs among different customer groups, and **recommending** changes to the product based on the analysis.
- Planning the ways to effectively use **data to drive insights**, and proposing the essential metrics to **measure product health**.
- Researching and planning the **app and web events** to be collected for capturing most of the users' interactions with the platform with a minimum number of events.
- Analyzing and comparing a range of **competitor's** product prices against the company's to notify relevant team members and ensure competitive pricing.
- Monitoring **market activities**, and competitor activities to inform the team about important issues affecting sales.
- Building/modifying **dashboards** based on the production database as per the requirement of different teams.
- Running **SQL queries** on the production database to answer specific questions.
- Performing **UX research** through studying industry best practices, and scrutinizing user behavior on the web platform to suggest change in the user journey.
- **Forecasting** sales, and planning the ways to improve forecasting accuracy.
- Understanding demands of the potential customers through **text-analysis** of the Facebook public posts after collecting them by web scraping.
- Providing **technical support** to other teams when necessary.

### GoZayaan

Jan-21 to Apr-21

Business Intelligence Analyst . Intern

- Learnt about data analysis and interpretation, product analysis, competitor analysis, monthly product reporting, observing market trends & finding relevant information, payment gateway functions, data visualization on DataStudio, and data entry.

### Mentors

Jun-20 to May-21

Mathematics Instructor

### Econ Consulting

Jan-20 to Jan-21

Article Writer

## Education

### IBA, University of Dhaka

Jan 19 to Dec 22

Major: Marketing

Minor: Economics

CGPA: 3.33/4.00

### Mirzapur Cadet College

Mar 12 to May 18

Background: Science

GPA: 5.00/5.00

## Major Certification

CSCA (Certified Supply Chain Analyst)<sup>TM</sup>

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