



Istiyaque Ahmed Ridoy, CSCA™

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 <https://i6ty3.hithub.io>

Summary

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



Analyst

GoZayaan

Apr 2021 - Present (1 year 5 months +)

1## Producing monthly and annual hotel reports, identifying and analyzing the influence of different factors on hotel sales performance.

2## 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.

3## Planning the ways to effectively use data to drive insights, and proposing the essential metrics to measure product health.

4## Analyzing and comparing a range of competitor's product prices against the company's to notify relevant team members and ensure competitive pricing.

5## Monitoring market activities, and competitor activities to inform the team about important issues affecting sales.

6## Building/modifying dashboards based on the production database as per the requirement of different teams.

7## Running SQL queries on the production database to answer specific questions.

8## Performing UX research through studying industry best practices, and scrutinizing user behavior on the web platform to suggest change in the user journey.

9## Forecasting sales, and planning the ways to improve forecasting accuracy.

1##0## Understanding demands of the potential customers through text-analysis of the Facebook public posts after collecting them by web scraping.

1##1## Providing technical support to other teams when necessary.



Maths Instructor

Mentors'

Jun 2020 - May 2021 (1 year)



Business Intelligence Intern

GoZayaan

Jan 2021 - Mar 2021 (3 months)

Learnt 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.



Article Writer

Econ Consulting Ltd.

Jan 2020 - Jan 2021 (1 year 1 month)

Wrote academic articles on different business-related topics.

Education



Institute of Business Administration, University of Dhaka

Undergraduate, Business Administration and Management, General

2019 - 2023

Major: Marketing

Minor: Economics

CGPA: 3.33/4.00 (till 7th semester)



Mirzapur Cadet College

HSC, Science

2016 - 2018

GPA: 5.00/5.00

Licenses & Certifications



Business Statistics and Analysis Specialization - Coursera

RA3KCN9J7ZDD



Business Statistics and Analysis Capstone - Coursera

J4L9CWCJKNJK



Using Python to Access Web Data - Coursera

ZY2JUTZQWFRQ



Capstone: Retrieving, Processing, and Visualizing Data with Python - Coursera

T6MK7RGB3W3Y



AI For Everyone - Coursera

2N2UZD7CQNVB



Excel Skills for Business: Essentials - Coursera

GWYQ4H6AWDGU



Python Data Structures - Coursera

FJAGXHT3PUGS



Successful Negotiation: Essential Strategies and Skills - Coursera

7BN2YEYJEHUC



Python for Everybody Specialization - Coursera

R48F53ES7MXC



Using Databases with Python - Coursera

M744U2JP2FHK



Financial Markets (with Honors) - Coursera

DJ7XTS4FWKQQ



Certified Supply Chain Analyst - ISCEA -International Supply Chain Education Alliance

Issued Oct 2020 - Expires Oct 2022

2010232090



Foundations: Data, Data, Everywhere - Coursera

CU8HDAFW5CKF



Google Analytics for Beginners - Google analytics

Issued Apr 2022 - Expires Apr 2025



Python for Everybody Specialization - Coursera

R48F53ES7MXC



Programming for Everybody (Getting Started with Python) - Coursera

2APXBKKKG44N



Jira Fundamentals Badge - Atlassian

214948169

Skills

Data Visualization • Presentation Skills • Business Statistics • Python (Programming Language) • Academic Writing • Analytical Skills • Data Structures • Statistics • Video Editing • Microsoft Excel