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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



Data Analyst

GoZayaan

Dec 2022 - Present (4 months)



Business Intelligence Analyst

GoZayaan

Apr 2021 - Dec 2022 (1 year 9 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.

Education

Institute of Business Administration, University of Dhaka

Undergraduate, Marketing

2019 - 2023

CGPA: 3.38



Mirzapur Cadet College

HSC, Science

2016 - 2018

Licenses & Certifications



Business Statistics and Analysis Specialization - Coursera

RA3KCN9J7ZDD



Using Python to Access Web Data - Coursera

ZY2JUTZQWFRQ



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

T6MK7RGB3W3Y



AI For Everyone - Coursera

2N2UZD7CQNVB



Python Data Structures - Coursera

FJAGXHT3PUGS



Successful Negotiation: Essential Strategies and Skills - Coursera

7BN2YEYJEHUC



Financial Markets (with Honors) - Coursera

DJ7XTS4FWKQQ



Certified Supply Chain Analyst - ISCEA -International Supply Chain Education

Alliance

Issued Oct 2020 - Expires Oct 2022

2010232090



Jira Fundamentals Badge - Atlassian

214948169



Power BI in Data Analytics Virtual Case Experience - Forage

FSkHBLqB4EzHz3NGS



Advanced Google Analytics

Issued Oct 2022 - Expires Oct 2025



Mimic Pro - Digital Marketing Simulation - Stukent

Skills

Data Analysis • Data Visualization • Report Writing • Presentation Skills • Python (Programming Language) • Problem Solving • Statistics • Microsoft Office • Tableau • Microsoft Power BI