

Md. Hasan Imam | Business Analyst & BI Developer | ML & BA - BUET | BBA & MBA - RU

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Web-Resume: <https://itshasanimam.github.io>

Location: Dhaka, Bangladesh

Professional Summary

Business Intelligence & Business Analyst with **3+** years of experience transforming raw data into actionable insights. Proven track record in designing interactive **dashboards**, **automating ELT pipelines**, and **conducting deep data analysis** to support strategic decisions backed by **strong business background**. **Expert in Power BI, SQL, Tableau, Metabases and Python** with experience integrating data from **CRMs, ERPs, flat files, cloud platforms, databases, APIs, spreadsheets, and data warehouses**.

Professional Experience

Atlas Cotton

Senior Business Analyst

(Sep 2024 – Present)

- Crafted and automated **30+ BI reports**, reducing turnaround time by **60%** and improving **report performance**.
- Translated complex data into actionable growth strategies, including **ETL pipeline** driven **cohort analysis** that boosted retention by **25%** and optimized underperforming segments.
- Built and maintained **interactive dashboards** to monitor **KPIs**, integrating data from **ERP, CRM, flat files**, and cloud sources via **Azure Data Factory** and **SQL Server**.
- Engaged monthly with stakeholders to ensure alignment with strategic objectives, mentoring team members on **BI best practices** and **data modelling (star & snowflake schemas)**.
- Designed and executed strategic sourcing initiatives, **business analysis**, and **risk assessments** to drive cost savings and align procurement strategies with organizational goals, integrating insights into **BI dashboards**.
- Led end-to-end **contract lifecycle management**, drafting, evaluation, renewal, and compliance monitoring, ensuring adherence to **procurement policies** and maintaining **data governance standards**.
- Designed and evaluated **25+ marketing packages**, delivering a **30% uplift** in revenue and a **20% increase** in **ROI** through powered targeting insights.
- Conducted **performance evaluations** across departments and campaigns, optimizing data flows with **SQL tuning** and **partitioning strategies**.

Data Craft

Executive – Business Analyst

(Oct 2022- Aug 2024)

- Delivered **25+ end-to-end Power BI solutions** with dynamic filters and interactive visuals across **HR, Finance, Production, and Inventory**, enabling **real-time tracking of trends, contribution margins, and key efficiency metrics** such as CPM and EPM.
- Tracked and reported key **KPIs** across teams to support data-driven decisions and **boost performance**.
- **Developed financial and capacity reports**, including budget vs. actuals and team-level comparisons, to support strategic and operational decision-making.
- **Conducted inventory analysis across 100+ product categories**, identifying discrepancies and optimizing stock control resulting in a **30% reduction in inventory errors**.
- Automated analytics dashboards using advanced **DAX, Power Query, and interactive features (drill-through, tooltips, bookmarks)**, reducing ERP report processing time by **87%**.
- Led data **modeling, relationship management, and performance tuning** for **20+ dashboards**, improving **load speed and usability** for **50+ business users**.
- Investigated and resolved data quality issues by performing deep **root cause analysis and querying millions of records**.
- Presented key insights and strategic recommendations to top management to **support business decisions**.
- Analyzed employee leave data across departments and timelines, identifying trends that improved workforce planning **efficiency by 15%**.

Technical Skills

- **BI Tools:** Power BI, Power Automate, Power BI Service, Metabase, Tableau, Advanced Excel, SSIS, SSAS
- **Programming:** Python (Pandas, Numpy, Matplotlib, SciPy, Seaborn), SQL, PostgreSQL
- **Databases:** PostgreSQL, MySQL, Oracle, SQL Server
- **Cloud:** Google Cloud, Azure
- **Other:** Jupyter, MS Office, Jira, Trello, ClickUp, APIs, CRMs, ERPs, Canva, Figma, HTML, CSS

Projects

Chart Generator

Tools: Python (NumPy, Pandas, Matplotlib, Seaborn, Tkinter) -Developed small application to create customizable Charts and Heatmap from CSV files and manual entry.

GitHub: www.github.com/itshasaniam/Chart-Generator

FoodPanda Analytics

Tools: SQL, PostgreSQL -Modeled, analyzed & solved FoodPanda order and delivery data, providing actionable insights on order trends and delivery efficiency.

GitHub: www.github.com/itshasaniam/FoodPanda

HR Analytics Dashboard

Tools: Power BI, SQL -Created interactive dashboards to track employee attrition, performance and engagement metrics from HR data for making better decisions.

GitHub: www.github.com/itshasaniam/HR-Analytics

Training & Development Dashboard

Tools: Power BI, SQL -Visualized training participation and impact, enabling drill downs by department and training types for better decision making.

GitHub: www.github.com/itshasaniam/Training-and-Development

Courses & Certifications

Courses

- **Business Analytics** from Department of CSE, **Bangladesh University of Engineering & Technology (BUET)**.
- Applied **Machine Learning** from Department of CSE, **Bangladesh University of Engineering & Technology (BUET)**.
- **FinTech, Financial Data Analysis & Forecasting**, DCCI Business Institute (DBI) & Daffodil International University (DIU).
- Introduction to **Data Science in Python** from University of Michigan.
- Successful **Negotiation: Essential Strategies** Skills from University of Michigan.
- Supply Chain **Operations** from Rutgers the State University of New Jersey.
- **Project Management** from Philanthropy University.
- **Excel Crash Course** Offered by CFI & Certified Financial Modelling & Valuation Analyst.

Certifications

- **IBM Data Analyst** Professional Certificate — Apr 2022
- **Google Data Analytics** Professional Certificate — Jul 2021
- Microsoft Certified: Power BI Data Analyst Associate (Preparing)

Education

MBA in Human Resources Management

University of Rajshahi

CGPA: 3.73/4.00

Aug 2021 – Sep 2022

BBA in Management Studies/Science

University of Rajshahi

CGPA: 3.52/4.00

Apr 2016 – Jul 2021

References

Mamun Ahmmed

CTO, B2B Solutions

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Md. Shawan Uddin

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Note: Available to join in 30 days (Negotiable).