



# MD MASUM

## DATA ANALYST

### CONTACT

- +8801841476311
- masum.cse2022@gmail.com
- github.com/masumcse22
- linkedin.com/in/dsmdmasum
- datascienceportfol.io/masum
- Dhaka, Bangladesh

### EDUCATION

2019 - 2023  
CITY UNIVERSITY

- Bachelor of Computer Science and Engineering
- CGPA: 3.5 / 4.0

### SKILLS

- Programming Language :  
Python, R, SQL, C, C++, Java, PHP, JavaScript
- Data Manipulation and Analysis:  
Pandas, NumPy & similar libraries in Python
- Machine Learning: Strong Knowledge of  
ML algorithms and their application  
using scikit-learn and or similar libraries
- Data Visualisation :  
Power BI, Excel/Google Sheet, Matplotlib & Seaborn
- Database :  
MySQL & Snowflake
- Statistical Analysis :  
EDA, Time Series Analysis & A/B Testing
- Modeling Technique :  
Regression, Classification, Clustering, Decision Tree, Neural Networks, Anomaly Detection
- Leadership Skill
- Project Management

### LANGUAGES

- English (Fluent)
- Bangla (Fluent)

### CAREER OBJECTIVE

To Leverage my passion for data analytics and my dedication as a computer science student to become a proficient and skilled professional contributing in the field of Data Analytics & Data Science while continuously expanding my knowledge and expertise.

### WORK EXPERIENCE

- Digicon Technologies Limited (Concern of ICT Ministry)**  
2023 - PRESENT
  - Senior Python Instructor**
    - Designed and delivered industry-aligned Python programming courses, utilizing innovative teaching methods to enhance student engagement and mastery, achieving a 95% student satisfaction rate.

### PROJECTS

- Retail Customer Cohort Analysis**  
 [LIVE](#) [GITHUB](#)
  - Advanced Analytics with Power BI:** Engineered a comprehensive cohort analysis framework to dissect key retail metrics, including customer retention, performance trends, churn behavior, and recovery patterns. This project empowered stakeholders to make data-driven decisions, optimize retention strategies, and refine marketing efforts, ultimately enhancing customer experiences and driving substantial growth and profitability.
- FiscalVista - A Cutting-Edge Finance Dashboard**  
 [LIVE](#) [GITHUB](#)
  - Created FiscalVista, a Power BI-driven dashboard transforming raw financial data into actionable insights, empowering data-driven decisions and optimizing financial performance.
- Sales Analytics in Power BI: Comprehensive Data Analysis**  
 [LIVE](#) [GITHUB](#)
  - Craft a Dynamic Power BI Dashboard for In-Depth Analysis of the Maven Analytics Adventure Works Bike Shop Dataset. This comprehensive visualization tool will incorporate advanced data cleaning techniques, sophisticated DAX calculations, and detailed geographic mapping to transform raw data into actionable insights.
- Predicting Social Media Addiction: A Machine Learning Approach** [GITHUB](#)
  - Engineered a cutting-edge machine learning framework to accurately predict social media addiction, leveraging state-of-the-art algorithms and robust data analytics techniques. This pioneering project entailed a rigorous process of data cleaning, feature extraction, and the application of sophisticated models like neural networks and decision trees. By decoding complex user engagement patterns, this work not only forecasted addictive behaviors with high precision but also paved the way for targeted digital health interventions, marking a significant contribution to the landscape of behavioral science and digital well-being.

### REFERENCE

**Md. Shabbir Hossain Bhuiyey**  
CEO, Co-founder & Chief Data  
Scientist at Data Optimiser  
Email : shabbir.hossain22@gmail.com