MD MOSHRAF HOSSAIN

Data Visualisation Analyst | Business Intelligence, GIS & Analytics

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PROFESSIONAL SUMMARY

Results-driven Data Analyst and GIS Analyst with demonstrated expertise in delivering data-driven insights across media, R&D, infrastructure, and operations. Proven ability to design interactive dashboards, automate workflows, and perform complex data analysis using Python, SQL, Power BI, Tableau, and GIS tools. Strong track record of transforming raw data into actionable intelligence that supports strategic decision-making and operational efficiency.

KEY TECHNICAL SKILLS

Data Analysis & ETL: Python (Pandas, NumPy, GeoPandas), SQL (Oracle, Teradata, PostgreSQL, SQL Server), data cleaning, workflow automation, ETL pipeline development

Visualisation & BI: Power BI, Tableau, Advanced Excel (PivotTables, VBA), interactive dashboard design, KPI tracking and reporting

GIS & Spatial Analysis: ArcGIS, GeoPandas, spatial data processing, geospatial visualisation, location intelligence

Cloud & Development: Google Cloud Platform, Git version control, R (statistical modelling), ETL automation frameworks

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PROFESSIONAL EXPERIENCE

Data Visualisation Analyst | Musimorph, Sydney

June 2022 – Present

- Deliver comprehensive analytics solutions including dashboards, competitive analysis, and marketing performance reports for senior management and R&D teams

- Design and implement interactive Tableau and Power BI dashboards tracking social media metrics, campaign performance, and R&D investment ROI

- Automate data workflows and ETL processes using Python and SQL, reducing manual reporting time by 70%

- Perform advanced data analysis and customer segmentation to drive campaign optimisation and inform business strategy

- Execute cloud-based analytics projects on Google Cloud Platform, processing large-scale datasets for blockchain and patent research initiatives

GIS Analyst | Shahriar GIS School, Sydney

August 2023 – June 2024

- Developed Power BI dashboards with integrated geospatial visualisations, consolidating multiple data sources to support operational and strategic planning

- Utilised Python and GIS tools to process spatial datasets, perform geographic clustering analysis, and identify location-based trends

- Created automated scripts for geospatial data preparation and visualisation, improving workflow efficiency by 60%

- Generated comprehensive reports combining GIS insights with business intelligence for management and R&D decision support

Data Analyst – Reporting & Automation | IT Total Solutions (Aust) Pty Ltd, Sydney

January 2022 – December 2023

- Developed and maintained Excel-based reporting solutions using VBA macros to automate data processing and reporting workflows

- Created advanced Excel dashboards with PivotTables, formulas, and VBA automation to track departmental KPIs and performance metrics

- Built VBA applications to streamline data entry, validation, and reporting processes, reducing manual effort

- Performed data analysis and trend identification using Excel to support business decision-making

- Collaborated with teams to understand reporting requirements and deliver customised Excel-based analytical solutions

IT Support & Data Analyst | Transdev Australasia Pty Ltd, Sydney

March 2020 – December 2021

- Supported business process improvements by analysing operational data using Excel and Promapp to identify inefficiencies and optimisation opportunities

- Provided IT support for data systems and reporting tools, assisting teams with technical troubleshooting and system workflows

- Developed Excel-based reports and data visualisation templates to monitor departmental performance and key operational metrics

- Assisted with data quality initiatives, performing data validation and cleanup to ensure reporting accuracy

- Collaborated with operational teams to document processes and implement incremental improvements to existing workflows

Geotechnical Laboratory Technician | Macquarie Geotech, Sydney

May 2015 – February 2020

- Conducted soil and rock sample testing and analysis in laboratory settings for infrastructure and construction projects

- Collected and recorded geotechnical data from field samples, ensuring accuracy and compliance with testing standards

- Performed data entry and basic analysis using Excel to compile test results and generate technical reports

- Maintained quality control procedures for laboratory testing equipment and documented findings for engineering teams

- Assisted with data organisation and migration of test results into project databases

Exploration Geologist | Triassic Geological Services, Brisbane

July 2008 – April 2015

- Conducted geological fieldwork and rock sampling analysis at coal mine exploration sites across Queensland

- Collected, logged, and analysed rock samples to assess mineral quality and geological characteristics for exploration projects

- Prepared geological reports and documentation using Excel and specialised geological software

- Performed sample preparation and basic data analysis to support exploration decision-making

- Collaborated with mining engineers and geologists to interpret field data and compile findings for project reports

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EDUCATION & CERTIFICATIONS

Graduate Diploma in Data Science – University of Western Sydney, NSW

Master of Information System Management – Central Queensland University, QLD

Graduate Diploma of Information Technology – University of Southern Queensland, QLD

Master of Science (MSc) in Geology – University of Dhaka, Bangladesh

Bachelor of Science (Honours) in Geology – University of Dhaka, Bangladesh

Professional Certifications:

- Tableau Desktop Certificate (LinkedIn Learning)

- Microsoft Power BI Data Analyst Certificate (LinkedIn Learning)

KEY ACHIEVEMENTS

- Delivered multiple analytics and GIS projects providing actionable insights across marketing, R&D, and operational functions

- Built automated dashboards and ETL pipelines that reduced reporting turnaround time from days to hours

- Successfully integrated diverse data sources across SQL, Oracle, Teradata, and cloud platforms to enable unified business intelligence reporting

- Improved data processing efficiency by 60-70% through strategic automation and workflow optimisation

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References available upon request