

MUBTASIM SAADID AHMED

mubtasim.saadid02@gmail.com | +8801822086501 | linkedin.com/in/mubtasimsaadid | github.com/mubtasimsaadid | insightsbymubtasim.vercel.app

Data enthusiast with a passion for analytics, technology, and emerging innovations. Recent CSE graduate with experience in SQL, Power BI, dashboard creation, and a growing expertise in data tools. Skilled in analyzing datasets to uncover insights and presenting findings in a clear, business-oriented manner. Eager to contribute to data-driven decision-making with a commitment to continuous learning and growth.

PROFESSIONAL EXPERIENCE

Data Operations Analyst (Contractual), Outlier AI

July 2025 - October 2025

- Reviewed, ranked, and annotated datasets for AI model training ensuring consistency and data quality.
- Conducted exploratory data analysis (EDA) to identify key trends and insights.
- Evaluated outputs for accuracy, clarity, and user alignment.
- Supported the development of data pipelines, dashboards, and measure KPIs ensuring strategic initiatives.

Internship in IT, Dhaka Bank PLC.

December 2024 - February 2025

- Gained hands-on exposure to banking databases, assisting in data retrieval and reporting.
- Worked with SQL for minor data-related tasks, strengthening data querying skills.
- Documented new banking services & API.

PROJECTS

Customer Segmentation with RFM Analysis (SQL) | [\(Github\)](#)

- Optimized SQL queries to extract, clean, and transform sales data into customer value and retention opportunities.
- Conducted RFM segmentation by calculating Recency, Frequency, and Monetary metrics to categorize customers, based on purchasing behavior.
- Generated actionable customer segments that can support targeted marketing, loyalty programs, and data-driven decision-making.

Healthcare Audit System (SQL Automation) | [\(Github\)](#)

- Developed an automated audit framework using SQL Triggers on PATIENTS and MEDICAL_RECORDS tables to track data manipulation.
- Designed an AUDIT_LOG table to capture change details, timestamps, and user actions automatically enhancing data transparency.

Monthly Customer Dynamics: A Cohort Analysis (Python, Power BI) | [\(Github\)](#) [\(Live Link\)](#)

- Analyzed sales data to identify customer retention, churn rate, and monthly cohort performance.
- Integrated trend metrics to show transitions between new, retained, lost, and re-engaged customers.

Sales & Customer Analytics Dashboard (Power BI) | [\(Live Link\)](#)

- Modeled data for custom tables & relationships.
- Applied DAX functions for RFM segmentation and time intelligence.

Hotel Sales & Growth Analysis (Excel) | [\(Github\)](#) [\(Live Link\)](#)

- An Excel dashboard providing insights into booking trends, revenue performance, and customer behavior.
- Highlights key metrics like ADR, lead time, and cancellation impact to support data-driven hotel management decisions.

EDUCATION

BRAC UNIVERSITY

September 2020 - March 2025

Bachelors' in Computer Science and Engineering

SKILLS

Data Analysis & Visualization: Excel (Pivot Table, VLOOKUP, Power Query), Power BI (DAX, RFM Segmentation), Metabase (Basic)

Databases & Querying: SQL (MySQL, PostgreSQL), MongoDB

Programming: Python (NumPy, Pandas), JavaScript

Productivity Tools: GitHub, Microsoft Office, Google Workspace, Google Looker Studio

Core Strengths: Dashboard Design, Data Integration, Data Modeling, Data Wrangling, Exploratory Data Analysis (EDA)

Soft Skills: Attention to Detail, Analytical Thinking, Communication, Problem Solving, Team Collaboration

ADDITIONAL INFORMATION

Languages: English, Bangla

Certifications:

- Associate Data Analyst in SQL - DataCamp
- Data Analytics and Power BI - Interactive Cares
- Python for Everybody - Coursera
- Power BI Mastery - Udemy