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Portfolio: https://nafiul-araf.github.io/
GitHub: github.com/nafiul-araf
Linkedin: nafiul-araf-50b0b7203

Md. Nafiul Islam

Data Professional skilled in Python, SQL, machine learning, and Power BI. Experienced in delivering data-driven solutions across retail, NGO, and marketing sectors. Recognized with multiple performance awards. Eager to contribute to impactful analytics and data science projects.

Skills

Programming	Python, SQL
Visualization	Power BI, Excel, Metabase
Database	MySQL, PostgreSQL, Snowflake, BigQuery
Core Areas	Machine Learning, Feature Engineering, Data Modeling, Deep Learning

Professional Experience

Junior Data Scientist   **Mar 2025 — Present**
DataLytics360   *Banani, Dhaka, Bangladesh*
- Built Power BI dashboards for a retail chain, improving data accuracy and manual reporting.
- Developed real-time sales dashboards, reducing manual reporting by 50%.
- Working on AI-based retail solution (search, recommendation, forecasting).

Data Science Intern   **Sep 2024 — Feb 2025**
Data Solution 360   *Banani, Dhaka, Bangladesh*
- Built NGO analytics dashboard using Power BI.
- Hands-on with MySQL, PostgreSQL, data warehousing, DBMS and business analytics projects.
- Delivered multiple portfolio projects (see Portfolio).

Senior Analyst   **Jan 2023 — Jun 2024**
Orboroi   *Uttara, Dhaka, Bangladesh*
- Delivered 99% accurate annotations for forestry & medical imaging
- Supported lead generation and campaign content

Intern (Academic Industrial Attachment)   **Jan 2022 — Mar 2022**
Teletalk BD LTD.   *Gulshan, Dhaka, Bangladesh*
- Built CNN model for image classification (human/non-human/misaligned etc.).
- Used transfer learning, data augmentation for improved accuracy.

Notable Projects

A. Supply Chain Research and Analysis || [GitHub]

- Analyzed **carrier performance**, **route optimization**, and **product-wise profitability** using Excel.

- Built **revenue prediction models**, **recommended logistics improvements**, and made the supply chain process **15% faster**.

B. Marketing Campaign Optimization || [GitHub]

- Performed **EDA, regression, and hypothesis testing** on campaign KPIs, resulting in a **15% increase in conversion rate**.

- Used **BigQuery**, Python, and Power BI to visualize and **optimize reporting performance**, achieving a **10% improvement**.

C. Customer RFM Segmentation || [GitHub]

- Grouped customers into segments **(Loyal, Churn Risk, Big Spenders, etc.)** using **RFM metrics**.

- Leveraged **Snowflake** and Power BI to drive **marketing strategy** and **increase sales trends by 5%**.

D. Credit Risk Modeling || [GitHub]

- Built **credit scoring models** using **XGBoost**, **Random Forest**, and **Logistic Regression** with **SMOTE**, achieving **97% accuracy**.

- Applied **SHAP and LIME for interpretability**, and evaluated using **AUC and KS metrics** to **reduce the default rate by 10%**.

CERTIFICATES

Applied Data Science with Python Specialization - Coursera - Credential
Python for Everybody Specialization - Coursera - Credential
Tensorflow Advanced Techniques Specialization - Coursera - Credential
Data Analyst job-ready Bootcamp - Data Solution 360 - Certificate

ACHIEVEMENTS

- **Rising Star Award** – Orboroi
- **3x Employee of the Month** – Orboroi
- **Full-Time Offer** after 6-month internship at DataLytics360

OTHER ACTIVITIES

- **Programming Contest Coordinator** – Organized CSE Fest 2019 at CUET with CUET Computer Club

- **Workshop Assistant** – Supported "Battle of Insights" by Data Solution-360

- **Community Contributor** – Shared data insights and resources via Facebook and LinkedIn

EDUCATION

BSc. in CSE-*Chittagong University of Engineering & Technology - CGPA: 3.03*   **Feb 2017-Aug 2022**
Relevant Courses: Data Structures and Algorithms, Machine Learning, Applied Statistics, Database Management etc.

REFERENCES

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