

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
DataLytics360

Mar 2025 — Present
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
Data Solution 360

Sep 2024 — Feb 2025
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
Orboroi

Jan 2023 — Jun 2024
Uttara, Dhaka, Bangladesh

- Delivered 99% accurate annotations for forestry & medical imaging
- Supported lead generation and campaign content

Intern (Academic Industrial Attachment)
Teletalk BD LTD.

Jan 2022 — Mar 2022
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. Banking Risk Analysis Solution || [\[GitHub\]](#)

- Built a credit risk system with machine learning and Power BI, **reducing high-risk client identification time by 20%**.
- Delivered MySQL-integrated insights, **boosting loan approval accuracy by 15%**.

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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