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Md. Nafiul Islam

Portfolio: https://nafiul-araf.github.io/
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I am a skilled data professional with expertise in Python, SQL, machine learning, and Power BI, capable of turning complex data into clear and actionable business insights. I have worked on projects in supply chain, marketing, customer segmentation, and credit risk and have been recognized with awards such as Rising Star and Employee of the Month for strong performance. Passionate about improving business processes through data-driven solutions, my goal is to grow as a data analyst or data scientist by using predictive modeling and visualization to solve complex challenges and support innovative, impactful projects.

SKILLS

Tools and Languages	Python, MySQL, PostgreSQL, Snowflake, BigQuery, Power BI, Excel
Quantitative Skills	RDMS, Data Modeling, Machine Learning, Statistical Analysis, Data Warehouse
Others	Analytical Thinking and Problem Solving, Communication and Collaboration

PROFESSIONAL EXPERIENCE

Junior Data Scientist   **Mar 2025 — Present**
DataLytics360   *Banani, Dhaka, Bangladesh*
- Conducting market research to identify AI-driven opportunities, developing machine learning models, chatbots, and Power BI reports to improve client engagement and support business development initiatives.
- Developed real-time Power BI dashboards for a department store chain, ensuring data accuracy and delivering insights on sales, inventory, and customer behavior, streamlining strategic decisions, and reducing manual reporting by $\sim$50–60%.
- Contributed to building a dynamic Power BI dashboard for a clothing brand's sales analysis, ensuring data accuracy through testing, providing insights, and reducing manual reporting by $\sim$30–40%.
- Designing an AI agent for the clothing retail sector with search, recommendation, demand forecasting, and customer support features, projected to improve operational efficiency and customer experience significantly after implementation.

Data Science Intern   **Sep 2024 — Feb 2025**
Data Solution 360   *Banani, Dhaka, Bangladesh*
- Developed an end-to-end Power BI project for NGO performance analysis, handling data creation, modeling, and interactive dashboard reporting to deliver key metrics, reducing manual reporting efforts by $\sim$40–50%.
- Gained expertise in MySQL, PostgreSQL, data warehousing, and MLOps, applying database management and pipeline optimization to support real-world business analytics projects.
- Implemented real-world portfolio projects to apply acquired skills, demonstrate expertise, and build a strong professional portfolio.

Senior Analyst   **Jan 2023 — Jun 2024**
Orboroi   *Uttara, Dhaka, Bangladesh*
- Provided high-quality annotated data for tree measurement detection to a forestry company, ensuring 99% quality.
- Assisted the sales and marketing team with lead generation and content creation.
- Segmentation and annotation of medical images for object detection with a quality greater than 97%.

Intern (Academic Industrial Attachment)   **Jan 2022 — Mar 2022**
Teletalk BD LTD.   *Gulshan, Dhaka, Bangladesh*
- Worked on an image recognition project as part of an academic industrial attachment course, applying theoretical knowledge to practical applications to engineer and implement a robust image recognition system.
- Using state-of-the-art convolutional neural networks (CNNs) to accurately classify images into five distinct categories: human, nonhuman, clear, unclear, and misaligned.
- Optimized model performance, applied data augmentation techniques to expand the dataset, and leveraged transfer learning to incorporate pre-trained models.
- Successfully implemented the model within an industrial setting at Teletalk BD.

EDUCATION

Bachelor of Science in Computer Science & Engineering, *Chittagong University of Engineering & Technology,*	Aug 2022
Higher Secondary School Certificate (HSC), *Birshreshtha Munshi Abdur Rouf Public College*	Aug 2016
Secondary School Certificate (SSC), *Jatrabari Ideal School & College*	May 2014

CERTIFICATIONS

Applied Data Science with Python Specialization.	Apr, 2021
Python for Everybody Specialization.	May, 2021
Tensorflow Advanced Techniques Specialization.	Feb, 2022
Data Analyst job-ready Boot-Camp.	Feb, 2025

Notable Projects

A. Supply Chain Research and Analysis   Project Link

The project conducted a comprehensive analysis of supply chain performance in Excel, including carrier performance evaluation, route optimization potential, transportation mode comparisons, profitability analysis by product category, quality control assessment, seasonal revenue variability analysis, and predictive modeling for revenue prediction, recommending improvements in quality control, logistics optimization, dynamic pricing, and advanced machine learning.

B. Marketing Campaign Optimizations   Project Link

The project conducted a comprehensive analysis of marketing campaign performance, including exploratory data analysis to evaluate the impact of different marketing strategies on conversion rates and ROI, hypothesis testing to assess statistical differences across approaches, regression analysis to identify key factors influencing conversion rates and ROI, and trend analysis to examine KPI variations over time and forecast future performance, utilizing tools such as Python for data extraction and statistical analysis, Google BigQuery for data management, and Power BI for reporting and visualization, with data sourced from a one-year Kaggle dataset.

C. Customer RFM Segmentation   Project Link

The project conducted a comprehensive analysis of customer behavior using RFM (Recency, Frequency, and Monetary) segmentation to classify customers into groups such as Loyal Customers, Potential Churners, New Customers, and Big Spenders, employing recency analysis to determine recent purchase activity, frequency analysis to track purchasing patterns, and monetary value analysis to assess total spending, while analyzing key performance indicators (KPIs) like total active customers, average purchase value, and customer lifetime value, leveraging Snowflake for data storage and Power BI for visualization to drive targeted marketing and retention strategies.

D. Credit Risk Modeling   Project Link

The project conducted feature engineering using domain relevance and statistical analysis, applied resampling methods such as SMOTE for over-sampling and under-sampling, evaluated models including Logistic Regression, Random Forest, and XGBoost with Optuna for hyperparameter tuning, performed model evaluation through metrics like AUC, Gini Coefficient, and KS Statistic, utilized interpretability analyses with SHAP and LIME, and conducted decile analysis and visualization of the AUC-ROC curve.

Extracurricular Activities

Programming Contest	Co-ordinated Programming Contest Event on CSE Fest 2019 at Chittagong University of Engineering and Technology Organized by CUET Computer Club
Supporting Member	Providing Technical Support (Excel, Power BI, SQL and Python) to the Students of Data Solution-360
Workshop Support	Battle of Insights Organized by Data Solution-360
Community Contributor	Through Social Media, e.g., Facebook and LinkedIn

Achievements

- Awarded the Rising Star award for achieving high client satisfaction and outstanding client management skills.
- Honored with the Employee of the Month award three times a year for outstanding performance and dedication.
- Offered the Junior Data Scientist position after 6 months of internship.

References

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