

Nahidul Islam

Data Analyst

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About Me:

Passionate Data Analyst skilled in data cleaning, analysis, and visualization to drive informed decisions. I enjoy solving real-world problems, optimizing performance, and leveraging data science and machine learning to enhance insights.

Skills:

Data Analytics: Data cleaning, analysis, and visualization

Programming: Python (Pandas, NumPy, Matplotlib, Seaborn), SQL

Business Intelligence: Power BI, Looker Studio, Excel

Machine Learning: Basic knowledge of supervised and unsupervised learning

Database Management: MySQL, MongoDB

Soft Skills: Problem-solving, Communication, Teamwork

PROJECTS

- **Cohort Analysis for Online Retail Shop** [Live](#), [Github](#)

Conducted a cohort analysis to gain insights into customer behavior and loyalty patterns for an online retail shop. It enables data-driven decisions enhances retention, targets marketing, and boosts customer experience, driving growth and profitability.

- **Bike Shop Data Analysis** [Live](#), [Github](#)

Designed and developed an interactive Power BI dashboard for a cycling company, analyzing sales, profits, and regional performance. Used DAX for dynamic measures and created regional/product reports with interactive filters for data exploration. Stakeholders to make data-driven decisions based on geography and product categories.

- **Pizza Sales Analysis** [Github](#)

Analyzed pizza sales data to track KPIs like total revenue, average order value, and total pizzas sold. Used MySQL and Excel to clean and process data, ensuring consistency and accurate reporting. Created visualizations to identify sales trends and key insights.

- **RFM-based Customer Segmentation Project** [Github](#)

Developed a customer segmentation model based on Recency, Frequency, and Monetary (RFM) analysis. Categorized customers into three segments: Diamond, Gold, and Silver, to identify high-value customers and optimize marketing strategies.

- **Financial Analysis** [Live](#), [Github](#)

I developed a Power BI dashboard to analyze sales, profit, and regional trends, using DAX and data modeling to provide actionable insights that guided data-driven decisions on pricing, product focus, and marketing strategies.

EDUCATION:

Diploma in Computer Science and Engineering

01/2021 – Present

Dhaka Polytechnic Institute

Certificate:

Interactive Cares: Data Analytics and BI Carrier Path

AiQuest Intelligence : Became a Data Analyst

Ostad: Data Science Program