

PRASENJIT DAS

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PROFILE STATEMENT

Results-driven BI Analyst and Data Engineer with over 4 years of experience in turning complex data challenges into actionable insights. Driven by curiosity and a strong sense of ownership, I work seamlessly with cross-functional teams to transform business needs into scalable solutions.

EXPERIENCE

Associate Manager, Data Analytics & Engineering

Mar 2023 – Present

BRAC Bank PLC

Dhaka, Bangladesh

- **Designed and launched an in-house Campaign Management Tool (CMT)** to fully automate customer reward calculation and distribution (cashback, bonus points, digital rewards, annual fee waivers). This is a significant shift from end-of-campaign manual processing to instant settlement upon eligible transactions.
- **Integrated Oracle Data Integrator (ODI)** to replace the legacy system, streamlining multi-source ingestion and improving data transition speed from source systems to the Data Warehouse by **at least 30%**.
- Developed and deployed multiple enterprise-grade Power BI dashboards with role-based security and automated refresh schedules, eliminating repetitive manual reporting and saving **at least 25%** in team work-hours.

Business Intelligence Analyst

Dec 2022 – Mar 2023

Foodpanda Bangladesh

Dhaka, Bangladesh

- Partnered with cross-functional teams (marketing, ops, finance) to **define KPIs** and deliver scalable, self-service Tableau dashboards powered by BigQuery, enabling **real-time performance tracking** and decision-making.
- Conducted deep-dive analysis of high-volume order and campaign data to uncover actionable trends, optimize promotional spend, and improve targeting, resulting in a **15% uplift in campaign ROI** across key segments.

Senior Software Engineer

Oct 2022 – Dec 2022

Kovair Software

Dhaka, Bangladesh

- **Led end-to-end development of *Raspberry ERP*** for large-scale warehouse, inventory, audit, and supply-chain operations across Indian fertilizer firms, managing cross-functional teams and aligning with client workflows.
- Designed **backend data workflows** and RESTful APIs to enable real-time inventory tracking, audit trail generation, and seamless integration with ERP modules, enhancing operational accuracy and system reliability.

Software Engineer

May 2021 – Sep 2022

Kovair Software

Dhaka, Bangladesh

- **Optimized ETL workflows** using MS SQL Server and SSIS, **reducing batch run time by 30%** and enhancing reliability of reconciliation and compliance reporting through robust data validation and error handling.
- **Built custom T-SQL stored procedures and tuned queries for faster access** to inventory, audit, and forecasting datasets; developed role-specific dashboards for reconciliation, compliance, and dispatch planning.

TECHNICAL SKILLS

- **Programming Language:** Python, Java, SQL, PL/SQL, T-SQL, BigQuery, Shell Scripting, Latex
- **Tools and Techniques:** ODI, SSIS, Airflow, Spark, Tableau, Power BI, Google Data Studio, NumPy, Pandas, PyTorch, TensorFlow, Keras, Scikit-learn, Git & GitHub
- **Concepts and Architectures:** RAG, LLM, Agentic AI, Deep Learning, OOP, SDLC, Requirement Engineering, System Design & Analysis, Data Warehousing, Data Modeling, ETL/ELT, Business Intelligence, CI/CD

EDUCATION

BRAC University

Dhaka, Bangladesh

Master of Science in Computer Science, CGPA: 3.85

2025

BRAC University

Dhaka, Bangladesh

Bachelor of Science in Computer Science, CGPA: 3.69

2020

AWARDS AND ACHIEVEMENTS

2nd Runners-up at Robi Datathon 2.0

Aug 2022

- Competition to solve business problems using Big Data, Machine Learning, and Data Science tools and techniques.

Certification on Fundamental IT Engineer Examination

Apr 2022

- A benchmark for assessing IT knowledge and competencies by Information-technology Promotion Agency (IPA), Japan.

2nd Runners-up at - BUET Robo Carnival

Jan 2019

- Project: Able - A complete learning solution for visually impaired people

Dean's List — Outstanding Academic Performance

May 2017

- Recognised for exceptional academic achievement, earning placement on the List for consistent scholarly excellence.

BRAC Scholarship — Full Tuition Award

Sep 2016

- Earned this competitive scholarship from BRAC, the world's largest NGO, covering 100% of undergraduate tuition.

RESEARCH PROJECTS

- *Decentralized Neural Network Based Collaborative Filtering For Privacy Concern Recommendation Systems*
Publication: IEEE R10-HTC 2022, [Link](#)
- *K Nearest Neighbour Collaborative Filtering for Expertise Recommendation Systems*
Publication: DCAI 2022, [Link](#)

INTERESTS

- Exploring advancements in the field of Artificial Intelligence. Promoting secure, sustainable, and ethical AI.
- Mentoring aspiring professionals and contributing to open-source projects.
- Actively seeking research and innovation opportunities at the intersection of Ethical AI, Data Science, and Big Data.

TRAINING AND WORKSHOPS

LICT TOP-UP IT Training for Java

Sep 2017 - Mar 2018

- Leveraging ICT for Growth, Employment, and Governance is a project of the Bangladesh Computer Council under the Ministry of ICT. The project was funded jointly by the World Bank and the Government of Bangladesh. [Link](#)

Training on Software Development Lifecycle with Kovair Soft. Inc

Dec 2019 - Dec 2020

- Fully funded training on SDLC, OOP, Requirement Engineering, and System design.

VOLUNTEERING

- (2018), Data Entry Operator for Bangladesh **Chars Tobacco Assessment Project (CTAP)**. This project was funded by the Bangladesh Center for Communication Programs (BCCP) as part of the **Johns Hopkins Bloomberg Initiative** and BRAC University. [Link](#)
- (2017), Fundraising and distribution among flood-affected people in Dinajpur district as part of BRAC University Electrical and Electronic Club (BUEEC). [Link](#)

ONLINE COURSES AND CERTIFICATION

- *Introduction to Apache Airflow in Python* – DataCamp (2025/08) – [Link](#)
- *Google Data Analytics (8 Courses)* – Coursera (2022/10) – [Link](#)
- *Introduction to Big Data and Hadoop* – BdREN (2020/05) – [Link](#)
- *Deep Learning Specialization (8 Courses)* – Coursera (2019/05) – [Link](#)
- *Introduction to Git and Github by Google* – Coursera (2019/04) – [Link](#)