

# Rafsan Ahmed

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## PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with a strong foundation in SQL, Python, and Tableau, complemented by a diverse background in entrepreneurship and industrial engineering. While working at several startups during my master's, I discovered the transformative power of data and pivoted my career to analytics—earning the Google Data Analytics Certificate and building advanced proficiency in industry-standard tools through hands-on projects.

## SKILLS

**Programming & Analysis:** SQL (MySQL, PostgreSQL), Python (BeautifulSoup, Pandas, NumPy), R (Basic), Excel (PivotTables, VLOOKUP, Conditional Formatting)

**Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn

**Design & Productivity:** Figma, Adobe Illustrator, Photoshop, Notion, Asana

## PROJECTS

**Python Data Analytics Projects** | (Pandas, NumPy, Seaborn, Matplotlib, BeautifulSoup) May 2025

- Movie Correlation:** Cleaned and analyzed **5600+ movie data** to **find correlations** between different features such as budget, revenue, and ratings using Python libraries **Pandas, NumPy, and Seaborn**
- Data Automation:** Automated the data collection process of **top 20 crypto coins** using the **CoinGecko API** and performed analysis on the retrieved data using **Pandas, Seaborn and matplotlib**
- Web Scraping:** Developed a **web scraper** to extract product data from Amazon, including product names, prices, ratings, and review counts. **Automated data collection processes** and exported the data to **Excel** for further analysis

**Cyclistic Ride-Share Analysis** | MySQL, Excel, [Tableau](#) | [GitHub Link](#) Sep 2024

- Cleaned and transformed **5M+ ride trip data** by handling missing values, duplicates, and aggregating ride data for insightful reporting
- Analyzed the cleaned ride trip records using **SQL** and **Excel** to **identify commuter trends and usage patterns**
- Designed an interactive **Tableau dashboard** for the Cyclistic Case Study, visualizing the seasonal **trends and usage patterns** during different times as well as different routes the users take

**Global COVID-19 Impact Analysis** | MySQL, Excel, [Tableau](#) | [GitHub Link](#) May 2024

- Transformed **400,000+ data** and performed exploratory data analysis to **gather informed insights** into the global impact of Covid-19
- Developed a **Tableau dashboard** providing an overview of the global death count, continental death count, and infection data across all the countries around the world

## EXPERIENCE

**Reflect – Solo Venture** | [Esch Winner](#) Toronto, ON  
Project Lead Jan 2023 – Apr 2024

- Conducted **20+ qualitative interviews** to understand user needs and extract user pain points, **translated insights** into prioritized features and aligned product development with real market demand
- Secured **\$13K in grant funding** by winning both Stage 1 and Stage 2 of the Norman Esch Awards (1 of 11 teams selected from ~300 applicants in 2023), **validating the venture's market potential** and business model

**ShieldMate (Early-Stage Startup)** Toronto, ON  
Research Analyst May 2023 – Dec 2023

- Conducted comprehensive **market research and competitive analysis** for an addressable market of **6.3M people** to identify market **trends and target customer needs**; findings shaped the platform's product roadmap and strategic focus
- Led UX design and prototyping** in **Figma**, **translating research findings** into intuitive wireframes and user journeys designed around privacy, ensuring user safety and trust
- Collaborated** with various stakeholders and firms to **expand market reach** and forge strategic partnerships to amplify the app's reach and impact

**HealthMate (Early-Stage Startup)** Toronto, ON  
Technical Lead Sep 2022 – Feb 2023

- Developed a no-code MVP website on **Bubble.io** to promote the HealthMate platform and brand, establishing a professional digital presence, enabling early stakeholder engagement and securing Esch Stage 1 funding
- Designed **UI/UX components** and full website layouts in **Figma** and **Adobe Illustrator** to showcase centralized health data and streamline appointment scheduling; prototype testing achieved a 90% user satisfaction rate

## EDUCATION & CERTIFICATIONS

**Google / Coursera** Online  
Data Analytics Professional Certificate Mar 2024 – Sep 2024

**Toronto Metropolitan University** Toronto, ON  
M.Eng. in Innovation & Entrepreneurship (GPA: 3.87) Sep 2022 – Jun 2024

**Ahsanullah University of Science & Technology** Dhaka, Bangladesh  
B.Sc. in Industrial & Production Engineering (GPA: 3.37) Apr 2016 – Feb 2021