



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 in several startups during my master's, I discovered the transformative power of data and devoted my career to analytics, earning the Google Data Analytics Certificate and building advanced proficiency in industry standard tools through hands-on projects.

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
 - **Automating Data Collection:** 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, and ratings. Automated data collection processes and exported the data to Excel for further analysis
- Cyclistic Ride-Share Analysis** | *MySQL, Excel, Tableau* |  Sep 2024
- Cleaned and transformed 5M+ ride trip data by handling nulls, 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* |  May 2024
- Transformed 400K+ data and performed exploratory data analysis to uncover insights into the global impact of Covid-19
 - Developed a Tableau dashboard visualizing global and continental COVID-19 deaths and infection trends

EXPERIENCE

- Project Lead** Jan 2023 – Apr 2024
Reflect (Early-Stage Startup) | *Esch Winner* Toronto, ON
- 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
- Research Analyst** May 2023 – Dec 2023
ShieldMate (Early-Stage Startup) Toronto, ON
- 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 to expand market reach and forge strategic partnerships to amplify the app's reach
- Technical Lead** Sep 2022 – Feb 2023
HealthMate (Seed-Stage Startup) Toronto, ON
- 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

TECHNICAL SKILLS

Programming & Analysis: SQL (MySQL, PostgreSQL), Python (BeautifulSoup, Pandas, NumPy), R, Excel, HTML/CSS
Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
Developer Tools: Git, GitHub, VS Code, Cursor, Docker, n8n (AI Agents)
Design & Productivity: Figma, Adobe Illustrator, Photoshop, Notion, Asana

EDUCATION & CERTIFICATIONS

- Google / Coursera** Remote
Data Analytics Professional Certificate Mar 2024 – Sep 2024
- Toronto Metropolitan University** Toronto, ON
M.Eng. in Innovation & Entrepreneurship Sep 2022 – Jun 2024
- Ahsanullah University of Science & Technology** Dhaka, Bangladesh
B.Sc. in Industrial & Production Engineering Apr 2016 – Feb 2021