

MD RAKIB HASAN

An aspirational graduate, equipped with extensive Data Science knowledge to drive business growth. Gregarious and eager to connect with new people, enjoys continuously acquiring knowledge and applying it to solve business challenges. Diligent and driven by performance-based growth, seeking opportunities to apply skills in data analysis, customer segmentation, cloud platforms, and advanced problem-solving to contribute to business growth and operational efficiency.



Contact Information

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Areas of Expertise

BUSINESS INTELLIGENCE

Business Intelligence (Power BI, Tableau)
Data Analysis (Python, R, SQL)
Customer Analytics

DATA-DRIVEN DECISION MAKING

Data-Driven Sales Strategies
CRM Systems (Salesforce)
Predictive Analytics & Forecasting
Data Visualization (Power BI, Tableau)

PROJECT MANAGEMENT

Project Planning & Coordination
Stakeholder Handling
Risk Management

CLOUD & TECHNOLOGY

Sales Automation
Data Integration & Pipeline
Amazon Web Services (AWS)
Google Cloud Platform (GCP)

PROCESS OPTIMIZATION

Sales Performance Metrics & Reporting
A/B Testing & Campaign Analysis
Process & Cost Optimization

ADDITIONAL TECHNICAL SKILLS

Communication & Presentation
Data Handling (Pandas, Numpy)
CI/CD Tools (Docker, Kubernetes)
Machine Learning (TensorFlow, PyTorch)

Certification

- Google IT Support Professional
- Google IT Automation With Python
- Google Cloud: Cloud Architect
- Mathematics for Machine Learning
- DataOps with Apache Iceberg using Spark, Nessie, and Dremio

Educational Qualification

- BSc in Soil, Water And Environment, University of Dhaka** Jan 2020- Feb 2025
CGPA: 3.62/4.00;
Research Project: Health Risk Assessment from Heavy Metals in Dried Fish of Dhaka.
- Higher Secondary Certificate (HSC)** Graduated in 2019
Letter Grade: A (Science), Government Bangla College
- Secondary School Certificate (SSC)** Graduated in 2017
Letter Grade: A+ (Science), Lalmatia Housing Society School & College

Professional Experience

Atomic Energy Center; Bangladesh Atomic Energy Commission

- Research Assistant Mar 2024 - Nov 2024
- Developed and deployed deep learning models using TensorFlow and Scikit-Learn for water quality forecasting, enhancing environmental monitoring of the Turag, Buriganga, Shitalakshya, Dhaleshwari, and Balu rivers.
 - Analyzed water pollution dynamics and documented findings in 7+ study, contributing to 10+ journal articles.

Department of Soil, Water And Environment, University of Dhaka

- Research Assistant Mar 2023 - Nov 2024
- Led 15+ analytical chemistry and deep learning projects to assess the impact of soil, sediment, and water quality on human health, analyzing over 500 samples across the Gangetic Delta.
 - Used 5+ mathematical and statistical approaches to improve soil organic carbon (SOC) model accuracy by 15%.
 - Contributed to 7+ peer-reviewed journal articles on analytical and AI-driven solutions for environmental sustainability.

Project

Customer Behavior Analysis for E-Commerce Using Machine Learning

- Segmented customers into frequent buyers, occasional shoppers, and new/browsing customers using K-means and Agglomerative clustering for an Upwork client.
- Implemented marketing strategies, boosting engagement and conversion rates, resulting in a 21% profit increase.
- Applied algorithms and programming in 5 e-commerce apps. Tools used: Python, Pandas, Scikit-learn, Matplotlib, Seaborn.

Data-Driven E-Commerce Business Analysis for Strategic Growth

- Analyzed e-commerce sales, profit, and customer behavior to optimize business strategies for 3 Fiverr client.
- Identified that the consumer segment contributed 54% of profit, and the corporate region accounted for 28% of sales.
- Revealed 15% seasonal variation in sales through time series analysis.
- Visualized insights in Tableau live dashboards integrating with PostgreSQL and pipeline applied in 4 e-commerce sites.

Extracurricular Activities	Project	
Section Leader (SL) Stanford University Code In Place Programme (CIP 2025)	Bank Customer Segmentation for Targeted Loan Marketing Using Power BI	
Vice President (Technical) EDAPHOS Research Society	<ul style="list-style-type: none"> Analyzed bank customer data to identify loan-targeted segments based on gender, education, marital status, and age for a local bank (freelance project). 35% high-potential loan applicants were university graduates, and 40% loans were requested by middle-aged individuals. Boosted loan conversion rates by 18% through targeted customer segmentation. 	
Technical Secretary AstroBiology Society of Bangladesh	Water Quality Modeling Using Enhanced CNN, RNN, LSTM, GRU of Turag	
Runnersup in Dhaka Division BCB Young Tigers Cricket (2017)	<ul style="list-style-type: none"> Analyzed Turag River water and developed a novel method for modeling dissolved oxygen (DO) and biological oxygen demand (BOD) using stacked CNN, RNN, LSTM, and GRU under atomic energy center project. Deep learning models outperformed machine learning models, improving accuracy by 3.88%, reducing errors by 7.41%, and increasing reliability by 95.56%. 	
Interpersonal Skills	Ground Water Arsenic Pollution Modeling Using Ensemble Techniques	
Languages English (Fluent), Bengali (Native), Hindi	<ul style="list-style-type: none"> Analyzed groundwater from 909 wells to assess Arsenic pollution and developed a novel ensemble technique using multi-scalar data fusion (soil, climatic, anthropogenic, satellite imagery) for prediction. The approach is expected to improve prediction accuracy by 5-10% compared to traditional deep learning models. Collaborated with Dr. Anwar Zahid from the Institute of Water Modeling, BWDB on the project. 	
Communication Skills Expert in communication with senior leadership and decision-making teams.	All Other projects can be found on Github	
Research & Development ➤ Business Intelligence ➤ Consumer Base Prediction ➤ Soil, Sediment, Water Quality ➤ Remote Sensing & GIS	Publications	
Programming Languages Python 4Y R 3Y SQL 3Y	Journal of Next Research, Elsevier (Under review) Hasan, M. R., Rahman, A., Zubyer, S., & Jolly, D. Y. N. Comparative analysis of water quality forecasting of enhanced CNN, RNN, LSTM, GRU-based multivariate and univariate deep learning architectures for the urban Turag River.	
Dashboarding Tableau 2Y PowerBI 2Y Google DataStudio 3Y	Journal of Biological Science, University of Dhaka (Under review) Uddin, M. J., Hasan, M. R., Arabi, F. Z., & Ali, A. Z. Spatial soil variability and carbon dynamics in the Moribund Delta of the Ganges of Bangladesh.	
Data Handling Pandas 4Y Numpy 4Y Scipy 3Y	Journal of Environmental Science Ecosystem, Elsevier Hasan, M. R., Arabi, F. Z., Uddin, M. J., & Mohiuddin, A. S. M. The potential soil organic carbon stocks in Sundarbans tidal mangrove forest ecosystem of Bangladesh.	
Machine Learning Scikit-Learn 4Y TensorFlow 4Y Pytorch 2Y	Journal of Environmental Geochemistry and Health, Elsevier Rahman, A., Hasan, M. R., Zubyer, S., Jolly, Y. N., & Akter, S. Heavy metals and health risk assessment of Buriganga, Shityalakshya, Balu, Turag, Dhaleshwari river sediments and water around Dhaka.	
App Development Django 1.5Y Flask 1.5Y	References	
	Dr. ASM Mohiuddin Chairman Department of Soil, Water And Environment University of Dhaka Email: asm.mohiuddin@du.ac.bd	Dr. Yeasmin Nahar Jolly Chief Scientific Officer Atomic Energy Center BAEC, Dhaka Email: jolly_tipu@yahoo.com