# Rahat Maksud Pranto

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## PROFILE SUMMARY

Detail-oriented **Data Analyst** with experience in **SQL**, **Looker Studio**, **BigQuery**, **Power BI**, **Excel**, **Google Sheets**, and **Python**. Skilled at EDA, ETL workflows, database management, data modeling, SDLC, UML diagrams, and building interactive dashboards that reveal trends and drive performance improvements. Passionate about leveraging data to deliver actionable insights. Knowledgeable in statistics, software quality assurance (SQA), AI, and cloud technologies.

## TECHNICAL SKILLS

- **Data Analytics & Visualization –** Looker Studio, Power BI, Excel, Google Sheets
- **Programming Language –** SQL, Python
- **Database –** PostgreSQL, Oracle 10g, MySQL
- **Cloud –** BigQuery, Snowflake
- **Version Control –** Git, GitHub
- **Project Management Tool –** ClickUp, Jira, Trello
- **Miscellaneous –** Statistics, AI, IoT, Project Management, RDBMS, SDLC, SRS, Manual Testing, UML Diagram, Dia, Canva, Filmora

## EXPERIENCE

- **Data Analyst** | Feb, 2026 – Present
  V2 Technologies LTD.
  - Optimized and troubleshot databases to improve query performance, data accuracy, and dashboard reliability.
  - Automated dashboards using SQL, BigQuery, and Looker Studio for near real-time performance monitoring.
  - Delivered actionable insights through advanced reporting and visualization across multiple enterprise client projects.
  - Partnered with stakeholders to define KPIs, align analytics requirements, and deliver reporting solutions within project timelines.
- **Junior Data Analyst** | Aug, 2025 – Feb, 2026
  V2 Technologies LTD.
  - Translated business requirements into analytics solutions addressing data quality and reporting gaps.
  - Enhanced data quality through ETL pipeline improvements, validation checks, and structured transformations.
  - Developed BI dashboards and reports using SQL, BigQuery, and Looker Studio for campaign performance analysis.
  - Created consumer segmentation dashboards that reduced analysis scope and improved campaign targeting efficiency by 30%.
  - Automated ETL workflows, reducing manual processing effort and decreasing data processing time by 20%.
- **Data Analyst – Intern** | Feb, 2025 – Aug, 2025
  V2 Technologies LTD.
  - Produced 15+ daily campaign, call check-back, and live observation reports for the BAT ecrm project using SQL.
  - Designed 5+ interactive Looker dashboards to monitor campaign KPIs and customer engagement metrics.
  - Generated ad hoc analytical reports using advanced SQL on structured datasets to support rapid business decisions.
- **Teaching Assistant** | JAN, 2022 – APRIL, 2022
  American International University - Bangladesh
  - Guided 40 students in database concepts, enhancing understanding and improved SQL assignment performance.
  - Debugged over 100+ SQL queries and lab assignments in Oracle.

## EDUCATION

- **B.Sc. in Computer Science and Software Engineering (CSSE)**                    2018 – 2023
  - American International University – Bangladesh | CGPA: 3.31

## CERTIFICATION

- Associate Data Analyst in SQL                    DataCamp [Nov 09, 2024] View Credential
- Associate Data Engineer in SQL                    DataCamp [Nov 09, 2024] View Credential
- Microsoft Power BI Data Analyst Specialization                    Microsoft [Jul 11, 2024] View Credential
- Microsoft Excel - Excel from Beginner to Advanced                    Udemy [Jul 24, 2023] View Credential
- Python Bootcamp From Zero to Hero in Python                    Udemy [Jan 24, 2023] View Credential
- Business Intelligence w/ Power Query & DAX                    Udemy [Dec 01, 2022] View Credential
- Software Testing & Quality Assurance                    BITM [Mar 09, 2022] View Credential

## EXTRA CURRICULAR ACTIVITIES

- Founder Executive Member at MZS Ex-Students Sports Club                    2020 – Present
- 143rd Inter School National School Handball Champion                    2012

## ACADEMIC RESEARCH

- Smart Irrigation System Using IoT [**Final Year Thesis**]

## PROJECT

- **e-CRM Consumer Analytics Dashboard –** Consumer | Looker | Bigquery | PosgreSQL | **Client:** BAT Bangladesh
  - o Designed a single view dashboard to analyze all e-CRM campaigns, enabling granular consumer insights.
  - o Defined and monitored 10+ KPIs to evaluate campaign reach, engagement, and conversion performance.
  - o Applied drill-downs and dynamic filters to identify high-performing consumer segments and optimize campaign targeting strategies.
  - o Integrated real-time SQL and BigQuery data pipelines, reducing manual reporting and improving decision-making.

- **eCrm Consumer Behavior Analytics –** Consumer | Looker | Bigquery | PosgreSQL | **Client:** BAT Bangladesh
  - o Tracked consumer footfall by region, area, territory, and outlet to identify high-traffic locations.
  - o Measured unique vs repeat consumers by number of contacts to understand retention and loyalty patterns.
  - o Evaluated consumer movement between brands to detect brand switching and competitive gains/losses.
  - o Segmented consumers by brand family and price tier to enable targeted campaigns and portfolio planning.

- **RA Performance & Compliance Monitoring Dashboard –** Consumer | Looker | Bigquery | PosgreSQL | **Client:** BAT Bangladesh
  - o Developed dashboards to track Retail Agent (RA) compliance across regions, areas, territories, and points.
  - o Incorporated a dynamic query across all campaigns to measure performance and streamline reporting.
  - o Classified RAs and contacts by green/amber/red status based on call duration and campaign rules with heatmaps.
  - o Enabled supervisors to quickly identify non-compliant RAs and access detailed records for follow-up and coaching.

- **Ryze AI Product & Token Analytics** | PostgreSQL | Looker | **Client:** Banglalink
  - o Built interactive Looker dashboards to track Ryze AI feature requests and token usage for Banglalink users.
  - o Monitored KPIs including unique users, total requests by feature, average requests, token utilization and balance tracking.
  - o Designed multiple charts with user-level drill-downs to analyze usage trends, identify power users, and control token costs.
  - o **Developed PostgreSQL data pipelines** for real-time reporting, reducing manual analysis and enabling data-driven product decisions.

- **Maven Pizza Sales Report –** Personal Project | Sales| Power BI | MSSQL | View Report | GitHub
  - o Analyzed **50K+** records to identify patterns in customer demand, operational bottlenecks, and efficiency improvements.
  - o Constructed **ETL pipelines**, transforming sales data into Power BI insights with advanced DAX measures.
  - o Developed a dynamic dashboard displaying **15+ KPIs**, including **sales trends** and **customer demographics**.
  - o Addressed **5 key business questions** on inventory management, peak hours, and operations to improve efficiency.
  - o Recommended **7 key improvements** projected to **increase revenue** by **3%.**

- **Car Transport Management System –** Personal Project | SQL | Oracle 10g | View Project | GitHub
  - o Led a team of 4 in a database project using Oracle 10g, ensuring successful delivery and quality.
  - o Created database schema, ER diagram, and applied normalization techniques to optimize data integrity.
  - o Implemented 100+ DDL and DML statements, using window functions and relational algebra for optimization.
  - o Documented the complete development process, enhancing understanding of database design principles and best practices.

- **Spotify Most Streamed Tracks –** Personal Project| Power BI | View Dashboard | GitHub
  - o Participated in the DataDna-Dataset Challenge on Spotify's Most Streamed Tracks in October 2023.
  - o Designed a comprehensive dashboard exploring music track popularity across different years.

## REFERENCE

- **Abdullah Al Farhan**
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