MD SAKIF HOSSAIN

89 Shipman Road, London, E16 3DT
linkedin.com/in/sakif-hossain-b4610495/
https://github.com/sakif445/Data-Analysis-Portfolio
+44 7748 521198 | sakif_hossain@yahoo.com

CAREER OBJECTIVE

Dedicated and analytically skilled Data Analyst with a Master's degree in International Business with Data Analytics. Experienced in utilising SQL, Python, RStudio, and Power BI to extract actionable insights, enhance operational efficiency, and inform strategic decision-making. Proficient in managing large datasets, developing predictive models, and creating data visualisations to guide business growth. Aspires to contribute innovative data solutions to an organisation's marketing and growth operations.

CORE COMPETENCIES

- Time Management
- Project Management
- Big Data Technologies
- SQL Query Optimization
- Data Cleaning and Preprocessing
- Collaboration and Communication
- Data Visualisation and Interpretation
- Statistical Modeling & Machine Learning
- Multi-Tasking
- Continuous Learning
- ETL Processes
- Stakeholder Engagement

EDUCATION

MASTER'S IN INTERNATIONAL BUSINESS WITH DATA ANALYTICS, 2023; *Ulster University, United Kingdom*

BACHELOR OF BUSINESS ADMINISTRATION (BBA), 2018; *Independent University, Bangladesh*

CERTIFICATIONS

GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE, MAY 2024; *Google*

DATA ANALYTICS CONSULTING VIRTUAL INTERNSHIP, OCTOBER 2023; *Forage*

DATA STANDARDISATION, DECEMBER 2024; *Health Data Research UK*

WORK EXPERIENCE

WHSMITH - QUEEN ELIZABETH HOSPITAL, WOOLWICH, LONDON   JUNE 2022 – PRESENT
TEAM LEADER
- Lead a team to deliver exceptional customer service and improve product knowledge for over 100 daily transactions.
- Manage cash and credit transactions, consistently achieving 100% accuracy in till performance and stock audits.
- Conducted market research to optimize product pricing, leveraging data insights to improve sales by 15%.
- Utilised data analytics to streamline inventory management, reducing stock wastage by 10%.

SBT CO., LTD   DECEMBER 2018 – MARCH 2022
BUSINESS DEVELOPMENT EXECUTIVE
- Conducted market analysis to identify new clients, adding 25+ potential customers per quarter and increasing market share by 20%.
- Maintained and analyzed CRM data for 500+ customers weekly, identifying key trends that informed sales strategy.
- Generated strategic insights through data analysis, leading to a 12% increase in sales by optimizing customer engagement.
- Led negotiations and managed customer relationships, resulting in a 30% improvement in lead conversion.

PROJECTS

FORAGE   OCTOBER 2023
DATA ANALYTICS CONSULTING VIRTUAL INTERNSHIP ⌂
- Cleaned over 10,000 data entries using Python, ensuring data quality.
- Performed RFM analysis on 50,000+ transactions for customer segmentation and extracted insights for strategic decision-making.
- Developed interactive Tableau dashboards visualising 25+ key metrics for executive-level consumption.
- Translated analytical findings into actionable recommendations projected to generate over $20,000 in revenue.

ULSTER UNIVERSITY   DECEMBER 2022
DATA ANALYST ⌂
- Retrieved over 25,000 records across 10 tables using SQL, ensuring data quality by preprocessing and removing duplicates.
- Conducted comprehensive pivot table analysis across eight product categories and ten customer segments to identify trends.
- Designed and developed interactive Power BI dashboards featuring 20+ visualisations for effective communication of KPIs.
- Formulated data-driven strategies projected to increase sales by 15%, showcasing the ability to translate insights into actionable recommendations.

TECHNICAL SKILLS

- **Programming Languages:** R, Python
- **Data Visualisation Tools:** Power BI, Tableau
- **Database and Query Languages:** SQL
- **Microsoft Office Suite:** Excel, PowerPoint, Word

REFERENCES

Available Upon Request