

MD SAKIF HOSSAIN

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Professional Summary

With over two years of experience as a Data Analyst, I excel at transforming complex data into actionable business insights through Power BI and SQL. Skilled in data analysis, cleansing, and reporting, I am proficient in Power BI, MS Excel, and Python. Holding certifications as a Power BI Data Analyst Associate and in SQL & Relational Databases (IBM), I collaborate seamlessly with cross-functional teams to develop data-driven solutions. Recognized for my strong analytical mindset, problem-solving abilities, and commitment to continuous learning, I strive to enhance team efficiency and drive impactful decision-making.

Areas of Expertise

- Data Analysis and Manipulation
- Data Modeling and Normalization
- Python for Data Science
- Machine Learning Techniques
- ETL/ELT Processes
- Version Control with Git and GitHub
- Business Intelligence using Power BI (including DAX Functions)
- Scripting and Automation (Macros, VBA)
- MySQL database administration

Key Skills

- Advanced Excel Functions (Pivot Tables, IFERROR, VLOOKUP, HLOOKUP, INDEX & MATCH)
- SQL (Basic and Advanced Queries, DDL, DML, Joins, Subqueries, Views, Database Security)
- Regression, Classification, and Clustering Models
- Data Visualization using Power BI, Tableau, and R
- MySQL management

Other Skills

- Customer Focus
- Adaptability
- Problem Solving
- Time Management
- Meet Deadlines
- Client Relationship
- Prioritization
- Team Player
- Management Skills
- Client Satisfaction

Work Experience

Data Analyst Trainee | IT Skills, United Kingdom

Oct 2024 – Current

- Analyzed 10,000+ customer reviews, improving actionable insights by 30% and report accuracy by 20%.
- Simplified datasets, increasing accuracy by 35% and boosting workflow efficiency by 25%.
- Collaborated with clients on custom dashboards, aligning visuals with goals and raising satisfaction by 20%.
- Advised on transitioning to online platforms, expected to boost revenue by 15% and expand reach by 10%.
- Created interactive Power BI dashboards, improving business intelligence and decision-making by 40%.
- Built dynamic Power BI dashboards, cutting report prep time by 50% and speeding decision-making by 35%.

Team Leader | WHSmith – Queen Elizabeth Hospital, Woolwich, London

Jun 2022 – Current

- Led a team to enhance customer service, increasing transaction efficiency by 25% and product knowledge accuracy by 30%.
- Utilized data analytics to streamline inventory management, cutting stock wastage by 10% and boosting stock turnover.

Business Development Executive | SBT Co., Ltd

Dec 2018 – Mar 2022

- Analyzed CRM data for 500+ clients using Python, SQL, and ETL pipelines, improving targeting efficiency by 20%.
- Implemented ETL processes for data transformation, cutting processing time by 30%.

PROJECTS

Data Analytics Consulting Virtual Internship | Forage

Oct 2023

- Processed and cleaned 10,000+ data entries with Python, improving data accuracy by 95%.
- Conducted RFM analysis for customer segmentation, enhancing retention strategies and boosting repeat sales by 20%.

Data Analyst | Ulster University

Dec 2022

- Conducted pivot table analysis across 10+ customer segments, improving actionable insights by 30%.

Machine Learning projects:

1. Marketing Analysis

- Utilized the xgboost algorithm for market analysis, initially achieving an 83% accuracy and later optimizing it to 88% with grid search cv, highlighting its efficacy in this domain.

2. Weather Prediction:

- Developed a weather prediction project with xgboost, achieving 76.8% initial accuracy, improved to 80.9% through grid search cv hyper parameter optimization, showcasing its effectiveness in weather forecasting.

3. Wine Quality Prediction

- Implemented an xgboost-based weather prediction project, obtaining an initial accuracy of 76.8% that was significantly improved to 80.9% through effective hyper parameter optimization using grid search cv.

4. Predicting Stock Prices:

- Leveraged xgboost for stock price prediction, achieving impressive accuracy with a low mae of 0.392 and rmse of 0.469, highlighting its value in Investment and financial decision-making.

5. Taxi Fare Prediction:

- Developed a successful taxi fare prediction project using artificial neural Networks (ann) with tensorflow and keras, achieving high accuracy in the Predictions.

Power BI Projects

Store Sales Dashboard

- Performed data cleaning to handle missing values, remove duplicates, and standardize formats to ensure accurate and reliable insights.
- Designed a dashboard with charts and heat maps, reducing analysis time by 40% and boosting sales strategy effectiveness by 15%.

Supply Chain Dashboard

- Developed a dashboard with Gantt charts, heat maps, and stacked bar charts, improving delivery efficiency by 20% and reducing supply chain disruptions by 15%.

Education

2023

MSc in International Business with Data Analytics

Ulster University, United Kingdom

2018

Bachelor of Business Administration (BBA)

Independent University, Bangladesh

Certification

May 2024

Google Data Analytics Professional Certificate, Google

Oct 2023

Data Analytics Consulting Virtual Internship, Forage

Dec 2024

Data Standardisation, Health Data Research UK

Jan 2025

Health Information Engineering, Health Data Research UK