**Ahmad Saquib Sina**

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Organized, enthusiastic data professional with an eye for detail, and a strong background in retail and consumer studies, and strong data analytics skills. Passionate about using statistical analysis on large datasets to find new insights that strategically drive higher performance. Experienced cleaning data, reporting, forecasting, and creating visualization using Python, SQL, Excel, and Tableau.

**Technical Skills**

**Programming Languages**: Python, SQL, R Statistical Analysis: A/B testing, Hypothesis testing Data **Visualizations, and Reporting**: Tableau

**Education/Certifications**

**Data Analytics Certification**, Springboard, 2022

**Doctor of Philosophy, Ph.D., Design & Consumer Science**, Minor Quantitative Methods in Educational Psychology, University of Minnesota College of Design, 2021

**Master of Science in Retail Consumer Studies,** University of Minnesota, 2018

**Bachelor of Science in Textile,** Bangladesh University of Textiles

**Professional Experience**

**Graduate Student Researcher and Analyst | 8/2016 – 12/2021**

**College of Design, University of Minnesota | Minneapolis, MN**

* Identified problem statements, reviewed the literature to develop hypotheses, built quantitative methodology, collected consumer data using Qualtrics, and applied statistical modeling to report findings.
* Published three peer-reviewed journals focusing on retail, consumer research, and quantitative data analysis and constructed experimental design and A/B testing to compare different types of visual designs

**Projects:**

* Effects of environmental design elements in virtual fashion apparel stores | A/B testing
* Lifestyle and product-centric display methods | A/B testing
* 3D vs. 2D product display methods based on color, discount, and brand | A/B testing
* Developed a 2 (greenery vs. non-greenery) X 2 (cool vs. warm lighting) experimental design, where greenery vs. non-greenery is a within-subjects, and cool vs. warm lighting is a between-subjects design.
* Using SPSS, applied mixed-ANOVA to compare the main effects of greenery vs. non-greenery and cool vs. warm lighting and their interaction effects. Found consumers’ preferences for greenery over non-greenery and cool over warm lighting.
* Applied MANOVA testing to compare lifestyle vs. product-centric display methods. Discovered consumers’ increased liking for lifestyle displays than product-centric displays.
* Compared 3D vs. 2D display methods based on color, discount, and brand. Determined consumers’ favorable cognitive and affective perceptions towards 3D display methods over 2D display methods/

**Data Analytics Fellow | 12/2021 – 4/2022**

**Springboard | Remote**

* Analyzed hotel booking demand using Tableau and R and applied linear regression to determine key variables that lead to hotel booking cancellation: [Hotel Booking Demand](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book9_16473613199030/Story1)
* Created customer churn prediction using Python and Tableau that analyzed a credit card customers dataset to identify key factors that cause attrition: [Banking - Credit Card Customer Churn Prediction](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book10_16474954411020/Story1)
* Crafted a visual story in Tableau that highlights the findings retrieved from SQL queries to display relationships among energy stability, market outages, energy losses, and market reliability: [American Energy Market Regulatory](https://public.tableau.com/app/profile/ahmad.saquib/viz/Book2_16468121594210/Story1)