**Ahmad Saquib Sina**

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***Summary***

Organized, enthusiastic with an eye for detail, and a strong background in retail and consumer studies, along with my strong data analytics skills. Passionate about using statistical analysis on large datasets to find new insights that strategically drive higher performance.

***Technical Skills***

**Programming Languages:** Python, SQL, R

**Statistical Analysis:** A/B testing, Hypothesis testing

**Data Visualizations and Reporting:** Tableau

***Experience***

**Springboard, Data Analyst Fellow December 21- April, 22**

* 400+ hours of hands-on course material, with 1:1 industry expert mentor oversight and completion of 2 in-depth capstone projects.
* Mastered skills in analyzing business problems, data analysis, presenting business insights to different stakeholders, SQL, Python, Tableau, and data visualization.

**Projects**

**Customer Churn Prediction | Python | Tableau | Link:**

* Analyzed a credit card customers dataset to identify key factors that cause attrition.
* Using Python coding, created a histogram, boxplot, correlation heatmap, scatter plot, and bar plot to compare between existing and attrition customers.
* Transformed findings from Python to Tableau to showcase visualizations and a dashboard that tracks metrics.

**Hotel Booking Demand | Tableau | R | Link:**

* Applied linear regression to determine key variables that lead to hotel booking cancellation.
* Using Tableau, developed a bar plot, box plot, line plot, and scatter plot to demonstrate relationships among hotel type, market segment, meal type, and average cancellation.
* Conducted time series analysis and forecasting techniques to observe seasonality for city and resort hotels.

**American Energy Market Regulatory Case Study | SQL | Tableau | Link:**

* Used SQL queries to display relationships among energy stability, market outages, energy losses, and market reliability.
* Crafted a visual story in Tableau that highlights the findings retrieved from SQL queries.

**Graduate Student Researcher and Analyst**

**College of Design, University of Minnesota**

* Published three peer-reviewed journals focusing on retail, consumer research, and quantitative data analysis.
* Identified problem statements, reviewed the literature to develop hypotheses, built quantitative methodology, collected consumer data, and applied statistical modeling to report findings.
* 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**

* Used mixed-ANOVA to compare greenery vs non-greenery and cool vs warm lighting.
* Found consumers’ preferences for greenery over non-greenery and cool over warm lighting.

**Lifestyle and product-centric display methods | A/B testing**

* Applied MANOVA to compare lifestyle vs product-centric display methods.
* Discovered consumers’ increased liking for lifestyle displays than product-centric displays.

**3D vs. 2D product display methods based on color, discount, and brand | A/B testing**

* Compared between 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 based on color.

**Data Analytics Fellow**

**College of Education and Human Development, University of Minnesota**

* Completed 12 credits of advanced-level statistics courses covering statistical concepts such as wrangling, visualization, and supervised learning.
* Analyzed different types of questions focusing on probability, linear regression, logistic regression, logarithmic transformation, and path analysis. Link: [Machine Learning](https://sinax006.wixsite.com/website-6/abstract-art)

***Education***

**Springboard**

Data Analytics Career Track, 2022

**College of Design, University of Minnesota**

Ph.D. in Retail and Consumer Studies with minor in Quantitative Methods in Education, 2021

MS in Retail and Consumer Studies, 2018

**Bangladesh University of Textiles**

BS in Textile, 2013