

Sulaiman Ahmed

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4x Microsoft Certified Analytics Engineer with 5 years of data analytics experience in the academia and data industry working on various projects.

Skills

Programming	Python, R, SQL
Visualization	Power BI, Excel Charts, Tableau, SPSS
Database	MySQL, PostgreSQL, T-SQL, Snowflake
Cloud	Microsoft Azure, Microsoft Fabric

Experience

Nov 24 – Present

Associate Analytics Engineer & Technical Content Lead, Data Crafters.

- Collect, process, and analyze large datasets to develop dashboards, reports, and actionable insights that drive strategic business decisions.
- Collaborate with cross-functional teams to address data needs, implement cleansing processes, and present findings using statistical techniques and visualization tools.
- Coordinate and manage marketing content pipelines, ensuring deadlines are met and processes are streamlined for improved efficiency.

Jan 2024 – Oct 2024

Data Scientist, Insightin Technology Ltd.

- Transformed data into actionable business intelligence by gathering requirements, ensuring data quality, and developing insightful reports and visualizations.
- Optimized and automated MSSQL databases, enhancing stored procedures and view efficiency, and significantly improved PowerBI report aesthetics and functionality to exceed US healthcare clients' expectations.
- Conducted R&D initiatives for advanced data solutions, leading to actionable insights and improved usability in PowerBI reports, contributing to the decision-making process in the healthcare sector.
- Fostered collaborative relationships with marketing stakeholders to align technical solutions with client requirements, ensuring tailored data management that supports strategic healthcare initiatives.

Nov 2020 – Aug 2023

Freelance Data Analyst, Fiverr ([Overview](#)) ([Profile](#))

- From 2020 to 2023, freelance data analytics journey has been marked by a passion for uncovering hidden insights within data and creating meaningful impacts through conducting statistical tests.
- Prepared 10+ BI dashboards in **Power BI/Tableau** tailored to the unique requirements of each client.
- Evaluated and analyzed around 250+ projects using **MySQL, R/RStudio, Python** where I implemented different Statistical Analysis techniques like **regression, dbscan, random forest, XGBoost**.

Aug 2020 - Feb 2022

SUST Research Center, Sylhet – Research Analyst ([Overview](#))

- Conducted **data collection** for numerous research projects, created and distributed surveys using **Google Forms**, increasing **productivity** by 75%.
- Performed **exploratory data analysis** in **R**, developed **data models** with **Power BI**, and synthesized findings into comprehensive reports for academic audiences, resulting in a 20% increase in operational efficiency.
- **Web scraped** 3+ universities faculty data and **data cleaning** using **python**, created **visualizations** using **ggplot2** in **R** with a vision to find out numerous data redundancy or distinct data patterns.
- Demonstrated the findings to supervisors to address **data integrity** issues, resulting in implementing **nonparametric statistical tests**.
- Identified **6 factors** associated with **students' anxiety and depression**, and **4 factors** related to **teachers' stress and professional burnout**.

Projects

Business 360 - Brick & mortar and e-commerce | [GitHub](#) | [LinkedIn](#) | [YouTube](#)

- Developed a **Power BI multi-view dashboard** for AtliQ Hardware's six departments (sales, finance, supply chain, executive, marketing, and products) to help companies make **data-driven decisions** and analyze **sales trends, scaling business processes by 10%**.
- Added over **a million records** from two distinct data sources (**Excel** and **MySQL**) and carried out **data modeling**.
- Optimized the report using **DAX Studio**, **saving 30% of storage** and **10% increase in performance**.

Maven E-Commerce Requests - *e-commerce* / [GitHub](#) / [LinkedIn](#)

- Performed data analysis for Maven Fuzzy Factory's e-commerce platform, with focus on the first eight months of operations to **guide business strategy** and **improve website performance**.
- Executed **SQL queries** to analyze **website traffic, marketing campaign effectiveness**, and **A/B test results**, resulting in actionable insights that improved **user behavior** and **boosted conversion rates by 25%**.
- Delivered key findings to the board, demonstrating **consistent growth**, the impact of marketing strategies, and the importance of mobile optimization, thereby **informing, and enhancing business decision-making processes**.

Certifications and Awards

- **Microsoft Certified: Power BI Data Analyst Associate** – Microsoft - [Credential](#)
- **Microsoft Certified: Fabric Analytics Engineer Associate** – Microsoft - [Credential](#)
- **Microsoft Certified: Fabric Data Engineer Associate** – Microsoft - [Credential](#)
- **Microsoft Certified: Azure Data Engineer Associate** – Microsoft - [Credential](#)
- Two [research posters](#) were in the top 5 rankings. (Stat-Fest, SUST – Feb 2023).
- Research paper on COVID-19 has over 70 [citations](#).

Education

Feb 2017 - Dec 2021

Shahjalal University of Science and Technology, Sylhet – *BSc. Statistics* - **CGPA: 3.55**

Relevant courses: Econometrics, Statistical inference, Probability, Time-Series, Database management & programming, etc.