

Yeasin Arafat

Data Analyst

As a passionate data analyst with hands on experience in Python, SQL, and data visualization, I have successfully completed several personal projects that showcase my problem solving and analytical skills.

yeasinnn11@gmail.com

+88 015 7534 7025

Dhaka, Bangladesh

[linkedin.com/in/yeasinnn](https://www.linkedin.com/in/yeasinnn)



PERSONAL PROJECT

Blinkit Sales Analysis Dashboard – (Excel)

09/2024

- **Data-Driven Consumer Behavior Analysis:** Conducted in-depth analysis revealing that 65% of sales (\$776.3k) came from regular fat products, while fruits and snacks generated over \$350k combined. These insights helped optimize inventory and align marketing strategies with consumer demand.
- **Regional and Outlet Performance Optimization:** Identified Tier 3 outlets as top contributors, generating \$472.1k in sales, and high-sized outlets contributing \$507.9k. This analysis guided strategic resource allocation to maximize profitability in high-performing locations and outlet types.
- **Actionable Insights Through Data Visualization:** Developed dashboards showcasing \$1.2M total sales, 8,523 items, and key metrics such as outlet size and type performance. Leveraged historical sales trends, like the \$204.5k peak in 2018, to forecast growth and support long-term business planning.

Jio Customer Churn Analysis Dashboard – (PowerBI + MySQL)

10/2024

- **Customer Churn Analysis and Retention Strategy:** Conducted detailed churn analysis for 6,418 customers, identifying a 27.0% churn rate. Highlighted high-risk segments, such as month-to-month contracts (46.5% churn) and mailed payments (37.8% churn), enabling targeted retention campaigns to improve customer loyalty.
- **Demographic and Service Impact Insights:** Analyzed churn trends by demographics and service usage, revealing that males (64.15%) and the >50 age group (31%) were the most affected. Additionally, identified that premium support users had the lowest churn (6.3%), guiding upselling strategies to enhance retention.
- **Actionable Predictive Modeling:** Leveraged segmentation by geography and tenure, uncovering that churn was highest in Jammu (57.2%) and among customers with shorter tenure (<12 months, 26.4%). These insights informed the development of proactive measures like promoting long-term contracts and designing location-specific engagement strategies.

Tradex Haven Web Application – (Python + Streamlit)

11/2024

- **Empowering Data-Driven Investment Decisions:** Combined real-time market analysis with advanced financial models like CAPM to help users assess volatility, predict trends, and make informed investment choices.
- **Enhancing Risk Management and Portfolio Optimization:** The platform's ability to compute **CAPM Beta** and expected returns provides a sophisticated understanding of risk-return tradeoffs. This helps users balance their portfolios and avoid high-risk investments while identifying growth opportunities, making it a go-to tool for both novice and experienced investors.
- **Shaping the Future with AI and Financial Integration:** Integrated real-time data and predictive analytics with Yahoo Finance API, paving the way for adaptive, AI-driven stock analysis and decision-making.

WORK EXPERIENCE

Graphic Designer Marketing Assistant – Konika Studio

11/2018 - 06/20 (Dhaka, Bangladesh)

- Successfully increased revenue **from \$15K to \$45K (Oct-Dec)** by surpassing the **average sales benchmark of \$39K**, through the implementation of data-driven discount strategies.
- **Analyzed** customer **purchase data** using Excel to **identify trends** and optimize promotional offers.
- **Communicated** with customers to gather **insights** and enhance engagement, ensuring targeted **marketing** efforts.

EDUCATION

CS50X - Computer Science

Harvard Online

2024 - 2024 (Remote)

- Grade: 85%
- Course Highlights: Python, HTML, CSS, JavaScript, Algorithms, SQL, Software Security, Data Structures, Cryptography, Finance, Resource Management

Data Analytics & Data Science Youtube

2023 - 2024 (Remote)

- Self Learner
- Course Highlights: Data Analytics, Python, Excel, Domain knowledge Analytical Thinking, Dashboard Creation, Statistics, Probability

SKILLS

Data Analysis

Microsoft Excel, SQL, Python (pandas, numpy)

Data Visualization

Power BI, Microsoft Excel, Python (matplotlib, seaborn) and Dashboard Creation

Technical Skills

Data Wrangling, ETL Data Cleaning, Data Governance, Forecasting, Trend Analysis, Machine Learning Basics

Database

MySQL, SQLite

Soft Skills

Work Ethic, Time Management, Adaptability, Communication, Stakeholder Management, Storytelling, Prompt Engineer, Business Metrics, KPI Reporting

PORTFOLIO WEBSITE

My portfolio highlights my technical expertise, along with key soft skills such as attention to detail, communication, and critical thinking essential for delivering impactful data driven insights.

CERTIFICATES

Advanced SQL (2024)

Online Course - 365datascience.com

MySQL (2024)

Online Course - 365datascience.com

Introduction To SQL (2024)

Online Course - harvard online.edu

Programming With Python (2024)

Online Course - harvard online.edu

Statistics and Data Analytics (2024)

Online Course - 365datascience.com

Interest

I am passionate about expanding my knowledge in data analytics, and I love watching insightful data analysis videos to continuously educate myself. I am committed to learning as much as possible, staying updated with industry trends, and sharpening my skills to excel in this profession.