ZAINUL ABEDIN KHATIK

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PROFILE
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- **Experience:**
  - 4 years of industry experience as a Frontend Developer & Web Analyst with hands on experience with HTML/CSS, jQuery, Bootstrap, Google Analytics, A/B testing & Multivariate testing, Excel, SEO, Email Newsletters, Photoshop/GIMP SQL and Create Performance Dashboard using Tableau & Excel
- **Master's in Data Analytics** from National College of Ireland:
  - Hands on experience with R, SQL, Python, Tableau, Power BI, IBM-SPSS, Salesforce, developing different Statistical Machine Learning, Data warehouse, Hadoop, ETL and NLP.
  - Understanding the business problems and analyzing the data by using appropriate Statistical models to generate insights and generating data visualizations using Power BI, Tableau, R and Excel.
- **Entrepreneurship:** Shortlisted in Top 30 Dublin Inner City Enterprise Entrepreneur Program sponsored by companies such as NDRC, BDO Ireland, Accenture and Citi Bank.

WORK EXPERIENCE

CarOK.in | Frontend Developer & Web Analyst | 03/2016 – 02/2018
Collaborated on a team of 4, CTO, Backend developer, Marketing Analyst and Frontend Developer.
- Solely responsible for creating and developing responsive website from scratch using a HTML/HTML5, custom CSS grid system (media queries), jQuery and Bootstrap framework for different types of devices like tablets and mobiles
- Developed HTML/In-line CSS templates for email marketing & carried out A/B Testing using GetResponse.
- Tested front-end code in multiple browsers to ensure cross-browser compatibility, updated and streamlined existing code to improve site performance & adhered to company standards for coding.
- Implementation of SEO for the website to increase the traffic, resulting in relevant keyword first page Google display
- Website optimisation and reporting using Google Analytics. Also, created trigger events, goals to check conversion rate and developed funnel goals.
- Initiated the use of CrazyEgg (visual analytics tool) to analyse user behaviour & did A/B testing, made changes for a better user experience which led to increase in sales & more page views.
- Designed & Developed A/B testing, multivariate testing strategies to optimize performance of a feature, landing pages.
- Delivered monthly and quarterly reports summarising business performance relating to key KPIs including Acquisition, Churn, Revenue, Gross Profit, Impressions, Website sessions, Monthly Active users – supplying insights to guide decision making across sales and marketing department
- Created visually appealing dashboards in Excel and Tableau for data reporting by using pivot tables. Extracted, interpreted and analysed data to identify key metrics and transform raw data into meaningful, actionable information.

Insta7.com | Junior Frontend Developer | 02/2014 – 02/2016
Collaborated on a team of 3, CTO, Backend developer and Frontend Developer.
- Developed email newsletters, ERP system's UI & website.
- Modified photos to be used in websites using Adobe Photoshop/GIMP
- Manage landing page optimisation tests to increase conversion volume and quality
- Optimized on-page ranking factors including keyword research, keyword optimisation, metadata optimisation and internal linking
- Improvised off-site SEO through link building, content syndication and content outreach & generated reports for Page Rank Status, Index Status and Traffic Status.
- Developed a strong relationship with the sales development team and assist in lead follow up processes through training and sales enablement materials about digital marketing

EDUCATION

Master's In Data Analytics | National College Of Ireland | Dublin, Ireland | Sep 2018 – Oct 2019

Module | Technical Projects:
- **THESIS | Fake News Detection – (NLP)**
  Developed a hybrid feature extraction method to predict fake news using **Latent Dirichlet Allocation** and **Term Frequency-Inverse Document Frequency**. Aim of this research project was to improvising the accuracy of machine learning algorithms in

detecting fake news. Implemented various machine learning algorithms such as SVM, Random Forest and Naïve Bayes to evaluate the performance of machine learning algorithms.

- **Advanced Data Mining | Leveraging data mining techniques to predict rating and price using Airbnb Dublin data(NLP)**
Developed a machine learning model to predict customer rating from customer reviews length using Random Forest and to predict the listing price using Random Forest, XGBoost and SVM. Also, performed sentimental analysis on customer reviews.
- **Data Warehousing and Business Intelligence | Quality of Life:**
Collected structured, semi-structured and unstructured data from various websites using **R language** and successfully implemented Datawarehouse, this resulted in implementation of **business intelligence (BI) queries** using **Tableau** data visualization tool, which helped in analysing different parameters such as GDP, happiness score, safety index, health index, employment rate, university ranking. *(Technology used : R, SQL, SISS, SASS, Tableau)*
- **Data Visualization | Top 10 countries by Export, Production and Price:**
Created an infographic visualization of top 10 countries by Export, Production and Price of year 2000-2010 using **infographic tools and Tableau.** *(Technology used : Tableau, R, Power BI)*
- **Data Storage & Management | Comparative Analysis of Mongo DB & HBase using Yahoo Cloud Serving Benchmarks:**
Successfully implemented a test strategy using YCSB for performing comparative analysis of the capability of No SQL Database, this resulted in performance monitoring and reporting of the database performance. *(NoSQL databases: MySQL and HBase, Hadoop)*
- **Statistics For Data Analytics | Statistical Analysis Using IBM-SPSS**:
Performed **Multiple regression, Logistic regression and ANOVA test** to find the correlation and causation between different features of the datasets using *IBM-SPSS, Excel and R.*
- **Analytical Customer Relationship Management | Finding the hidden patterns of Dublin Airbnb Data using multiple regression & logistic regression.***(Technology used : IBM-SPSS, R) &* Also learned about MS Dynamics CRM.
- **Strategic ICT and e-business implementation | Implementation of e-accommodation on salesforce platform:**
Built organisational CRM using **Salesforce Platform**, aiming to automate the accommodation office process.

Bachelor Of Engineering In Electronics & Telecommunications | Pune University, India | Aug 2008 – May 2013
Published a paper on RFID AND GSM synthesis for authenticated ATM transaction
https://www.ijser.org/onlineResearchPaperViewer.aspx?RFID-AND-GSM-synthesis-for-authenticated-ATM-transaction.pdf

TECHNOLOGY SKILLS

- **Programming Skills:** Have industry experience with HTML/HTML5, CSS/CSS3, jQuery and gained in-depth knowledge of R and SQL, used it throughout the coursework. Learning python from online courses.
- **Frameworks:** Industry experience of Bootstrap and jQuery framework.
- **Tools/Utilities:** Academic knowledge of SSIS, SSMS, Tableau, Power BI, IBM-SPSS, Excel and Salesforce. Industry experience with Git, Excel, Tableau, PowerBI, Adobe Photoshop, Gimp Image Editor and Crazy Egg.
- **IDE:** R Studio, Pycharm, Jupyter Notebook, Sublime Text
- **Web Analytics:** Google Analytics & **Website Visual Analytics**: CrazyEgg (Website Optimization Software)
- **CRM, Email & Marketing Automation:** MailChimp, GetResponse
- **Product Management:** Jira, Trello, Balsamiq Mockups
- **Operating System**: Linux, Windows, Mac OS

CERTIFICATION

- Oracle Certified Professional, Java SE 6 Programmer

INTERESTS AND ACHIEVEMENTS

- Professional Cricketer for Railway Union Cricket Club, Dublin, Ireland
- Played Cricket at district level and represented college at university level and lead the team to the finals.
- Played Chess at district level and won inter-college competition.

VISA - Eligible for full time employment without any restriction in Ireland from October 2019 - October 2021 under 1G graduate visa scheme