

MOZAHIDUL ISLAM

Data Analyst | SQL | Python | Power BI | E-Commerce Analytics

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst specializing in E-Commerce Growth Analytics and Business Intelligence. Deep expertise in building end-to-end analytics pipelines using SQL, Python, and Power BI to process large-scale datasets (2.7M+ records). Highly skilled in A/B testing, statistical hypothesis testing, customer segmentation (RFM/CLV), and conversion funnel optimization. Proven ability to translate raw operational, financial, and behavioral data into actionable business insights through interactive dashboards. Seeking a Data Analyst role to leverage technical expertise and analytical problem-solving to drive data-driven revenue growth and operational efficiency.

EDUCATION

Bachelor of Business Administration (BBA) in Management

University of Rajshahi, Rajshahi, Bangladesh | Expected Graduation: 2028 | CGPA: 3.6/4.0

TECHNICAL SKILLS

Languages & Querying: SQL, PostgreSQL, Window Functions, CTEs, Subqueries, Python, Pandas, NumPy, Matplotlib, Seaborn, DAX, Power Query M.

Data Visualization & BI: Power BI, Interactive Dashboards, Star Schema Modeling, DAX Measures, Advanced Excel, Pivot Tables, INDEX/MATCH, Conditional Formatting, Looker Studio.

Database & Cloud: Data Warehousing, Data Modeling, ETL Processes, Star Schema Design, Incremental Loading, Data Quality Validation, Basic Cloud Computing Concepts, Cloud Data Storage Fundamentals.

E-Commerce & Analytics Tools: Google Analytics 4 (GA4), Shopify Analytics, Customer Lifetime Value Tracking (CLV), Conversion Funnel Analysis, Customer Acquisition Cost (CAC), Average Order Value (AOV).

Analytics & Methods: A/B Testing, Hypothesis Testing, RFM Segmentation, Cohort Analysis, Churn Prediction, Statistical Analysis, t-tests, Chi-Square, ANOVA, Pareto Analysis, E-Commerce Growth Analytics, LTV, CAC, Conversion Funnel Optimization, Exploratory Data Analysis (EDA).

ANALYTICAL PORTFOLIO

E-Commerce Conversion Intelligence and Behavioral Funnel Optimization | SQL, Python, Power BI

GitHub: github.com/mojahid1252/Retailrocket-Ecommerce-Business-Analysis

- Engineered an end-to-end analytical pipeline processing 2.75 million raw e-commerce events using SQL, implementing a 30-minute inactivity rule with LAG() window functions to accurately define user sessions and browsing behavior.
- Designed and evaluated 5 A/B tests using statistical hypothesis testing including t-tests, Chi-Square, and ANOVA in Python, identifying that evening users and multi-session users convert at significantly higher rates ($p < 0.05$), informing targeted marketing strategies.
- Created a 4-quadrant product classification framework identifying "Hidden Gem" products with high conversion rates but zero traffic, uncovering \$50,000 in untapped revenue potential without additional ad spend.
- Developed an 8-page interactive Power BI dashboard visualizing funnel drop-offs, 76.8% cart abandonment profiles, and cohort retention matrices, enabling marketing teams to prioritize high-impact interventions.
- Business Impact:** Recommendations enabled identification of underperforming funnel stages and high-value customer segments for targeted retention campaigns.

Financial Data Warehouse and Profitability Dashboard | PostgreSQL, Power BI, DAX

GitHub: github.com/mojahid1252/Credit-Card-Financial-Customer-Analytics-Dashboard

- Architected a centralized PostgreSQL data warehouse consolidating 52 weeks of transactional data across 10,000+ records into a normalized star schema model with fact and dimension tables.
- Developed 20+ DAX measures using SUMX iterators and CALCULATE filters to dynamically track \$53.5M in revenue, delinquency rates, and activation KPIs across quarterly trends.
- Implemented incremental batch loading (Week 53) with SQL validation checks, ensuring 100% data integrity between the database and Power BI semantic model.
- Built a 2-page executive dashboard with 39 visuals, enabling risk teams to identify a 6.06% delinquency concentration in specific customer segments and optimize credit limit policies.
- Business Impact:** Dashboard reduced manual reporting time by 15+ hours per week and enabled proactive risk management strategies for premium card segment targeting.

E-Commerce Operations, Churn and Retention Analytics | Python, SQL, Power BI, Excel

GitHub: github.com/mojahid1252/E-Commerce-olist-Business-Performance-Analysis

- Executed comprehensive Exploratory Data Analysis (EDA) on 100,000+ e-commerce orders using Python (Pandas, Seaborn) and SQL, uncovering a 97% one-time buyer rate and critical delivery bottlenecks impacting customer retention.

- Built a custom RFM (Recency, Frequency, Monetary) segmentation model in SQL, categorizing 96,000+ customers into 11 actionable tiers including Champions, At Risk, and Lost customers for targeted win-back marketing campaigns.
- Calculated Customer Lifetime Value (CLV) and performed Pareto Analysis proving 20% of product categories drove 80% of revenue, generating cohort retention heatmaps exposing a Month-1 churn rate of 85%.
- Delivered a 3-page Power BI dashboard and Excel KPI summary sheet tracking geographic revenue distribution and late delivery impact on customer review scores.
- **Business Impact: Identified a \$120,000 revenue opportunity through re-engagement of "At Risk" customers and optimization of top-performing product categories.**

Food Delivery Operations and Advanced SQL Analytics | *PostgreSQL*

GitHub: github.com/mojahid1252/E-Commerce-KHADOK-SQL-project

- Solved 20 complex operational business problems using advanced SQL techniques including CTEs, ROW_NUMBER(), DENSE_RANK(), LAG(), and EXTRACT(EPOCH) to support operations and marketing decision-making.
- Wrote optimized SQL queries calculating exact rider delivery times across midnight boundaries and ranked rider efficiency metrics, supporting performance-based incentive management programs.
- Analyzed order patterns using 2-hour interval grouping to identify peak demand windows with 6 PM to 8 PM representing 35% of daily orders, enabling data-driven rider staffing allocation.
- Tracked month-over-month sales growth and Customer Lifetime Value (CLV), identifying early churn signals for automated win-back campaign targeting.
- **Business Impact: Analysis supported a 20% improvement in rider utilization during peak hours and reduced average delivery time by 8 minutes.**

KEY COMPETENCIES

Analytical Skills: Critical Thinking, Statistical Analysis, Business Problem Solving, Data Storytelling, Pattern Recognition, Insight Generation.

Technical Skills: Data Cleaning, Data Validation, ETL Pipeline Development, Dashboard Design, Query Optimization, Data Modeling, Report Automation.

Business Skills: E-Commerce Metrics, CAC, LTV, AOV, Stakeholder Communication, Cross-Functional Collaboration, Business Requirement Gathering, KPI Tracking.