

## AI Safin

📍 2 no Gate, Alfalah Goli, Panchlaish, Chittagong

✉ alsafin.stat@gmail.com || 📞 01521396681 || 🌐 [Github](#) || [LinkedIn](#) || 📁 [Portfolio](#)

## Summary

---

### 🎓 Master's Candidate in Statistics | Data Analyst | Insight-Driven

Skilled in Excel, Power BI, SQL, Python, and SPSS, with hands-on experience in predictive modeling, data visualization, and big data analytics. Strong communicator with leadership experience and a collaborative mindset. Passionate about using data to solve real-world problems and drive business performance.

## Technical skill

---

- **Programming Language:** Python, SQL
- **Framework:** Pandas, NumPy
- **Database:** MySQL, SQL Server, Snowflake
- **Data Visualization:** MS Excel/Google Sheet, Power BI,
- **Statistical Analysis:** EDA, Time Series Analysis, A/B Testing
- **Modeling Technique:** Linear Regression, Logistic Regression

## Education

---

|   |                                       |
|---|---------------------------------------|
| <b>University of Chittagong</b><br><b>Bachelor of Science (B.Sc), Statistics</b><br>CGPA:2.47                         | <b>Chittagong, Bangladesh</b><br>2025 |
| <b>Daud Public School and College, Jashore Cantonment</b><br><b>Higher Secondary Certificate, Science</b><br>GPA:5.00 | <b>Jashore, Bangladesh</b><br>2018    |
| <b>Abdus Samad Memorial Academy</b><br><b>Secondary School Certificate, Science</b><br>GPA: 5.00                      | <b>Jashore, Bangladesh</b><br>2016    |

## Projects

---

### SQL Project:

- **Data Warehouse & Advanced EDA Project | SQL: [Project Management GitHub](#)**  
Designed and implemented a multi-layered data warehouse architecture (Bronze, Silver, Gold) to manage and transform raw data into business-ready insights. Performed data ingestion, cleansing, integration, and validation using SQL. Built star schema models, created a data catalog, and conducted exploratory data analysis to support strategic decision-making.
- **RFM Segmentation Analysis using SQL and Power BI: [LIVE GitHub](#)**  
Performed Recency, Frequency, and Monetary (RFM) analysis using SQL and Power BI to segment customers based on purchasing behavior. Identified high-value, at-risk, and loyal customer groups to support targeted marketing strategies. Delivered actionable insights that enhanced customer retention, personalized outreach, and improved overall profitability.

## Power Bi Project:

- **Cohort Analysis for Customer Retention Tool: Power BI Live**  
Developed an interactive Power BI dashboard to analyze customer retention by cohort. Utilized DAX to calculate retention rates and visualize behavioral trends over time. Delivered insights that supported data-driven strategies to enhance customer loyalty and maximize lifetime value.
- **Sales Intelligence Dashboard for Strategic Growth and Product Profitability: Live**  
Built an interactive Sales Analytics dashboard to visualize key metrics like orders, revenue, profit, and return rate. Integrated category-wise distribution, revenue forecasting, and top product profitability to support strategic decisions. Enabled dynamic filtering by region, date, and category for targeted insights.
- **Customer Segmentation– RFM-Based Behavioral Profiling for Targeted Strategy: Live**  
Designed a Customer Segmentation dashboard using RFM (Recency, Frequency, Monetary) analysis to classify customers into actionable groups such as Champions, Loyal Customers, Big Spenders, and Lost Customers. Visualized segment-wise customer count, total sales contribution, and behavioral patterns through bar charts, scatter plots, and score tables. Enabled targeted marketing insights by identifying high-value and at-risk customers, supporting retention and revenue strategies.

## Certification

---

1. **Python for Everybody\_Specialization: [View Coursera](#)**, January 27, 2021
2. **Data Analytics and Power BI Career Path: [View Interactive Cares](#)**, September 2025

## Extracurricular Engagement

---

1. **Executive Research & Development:** Programming Club, Department of Statistics, University of Chittagong