

Istiyaque Ahmed Ridoy

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Education

Master's in Data Science and Analytics (Ongoing)

East West University.
CGPA 3.99

Dhaka
2024 (expected)

Bachelor of Business Administration (Marketing)

Institute of Business Administration, University of Dhaka.
CGPA 3.39
Minor: Economics

Dhaka
2023

Experience

GOZAYAAN

Senior Data Analyst

Dhaka
Feb 2024 – Current

- Developed and implemented data products for the business intelligence and accounts teams, significantly reducing the time and effort required to generate weekly reports and perform other critical tasks.
- Generated bi-weekly insights to support the strategic planning and adjustment of short-term strategies as the dedicated data analyst for the hotel product.
- Leading and planning an inventory shortage prediction project, focusing on anticipating inventory needs to optimize supply chain efficiency (ongoing).

Data Analyst

Jan 2023 – Jan 2024

- Optimized reporting processes which significantly reduced report generation time, enhancing overall team efficiency and enabling faster decision-making.
- Identified and recommended strategic initiatives based on data analysis, contributing to cost-saving measures within the department.
- Collaborated seamlessly with cross-functional teams, ensuring effective communication and alignment on data-driven initiatives.
- Analyzed online customer behavior data to generate actionable insights, influencing the development of targeted marketing strategies and enhancing overall customer satisfaction.
- Built the first forecasting model, and inventory status measuring metric, allowing quick understanding of the current business situation.

Business Intelligence Analyst (Part-time)

Jan 2021 – Dec 2022

- Producing monthly and annual hotel reports, identifying and analyzing the influence of different factors on hotel sales performance.
- Preparing population samples for customer feedback survey to understand the difference of needs among different customer groups, and recommending changes to the product based on the analysis.
- Planning the ways to effectively use data to drive insights, and proposing the essential metrics to measure product health.
- Analyzing and comparing a range of competitor's product prices against the company's to notify relevant team members and ensure competitive pricing.
- Building/modifying dashboards based on the production database as per the requirement of different teams.

Skills & Interests

Technical: SQL, Python, R, HTML, CSS, Vanilla JS

Tools: Office Suite, Tableau, Power BI, Looker Studio, Metabase, Google Analytics, Mixpanel, Tag Manager, Hotjar, Jira, Trello, ClickUp, Orange ML.

Skills: Data Visualization, Statistical Analysis, Problem Solving, Web Scraping, Story Telling, Critical Thinking, Predictive Analytics, Business Acumen, Time Management

Portfolio & Social Media

Portfolio: <https://i6ty3.github.io>

LinkedIn: <https://www.linkedin.com/in/i6ty3/>