

MD Shajedul Islam



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SKILLS

Programming & Query
Language : Python, MySQL, SQL/BQ, NoSQL

BI Tools : Data studio, Power BI & SPSS

Other Tools : Microsoft Excel, Google Analytics, Mix-Panel, Google Cloud Platform (GCP), DBT

Project Management Framework & Tools: Scrum (Agile Methodologies), Asana, Jira, Notion

AFFILIATIONS / FREELANCE

Instructor, VUMI Bangladesh LTD

I have designed two courses to identify HR challenges that can be addressed using data analytics for the VUMI Bangladesh LTD platform (Funded by BGMEA).

- HR Analytics For Future Leaders
- HR Analytics For Professionals

Former Co-Founder of "BEPARI - Bhai Jitsen"

BEPARI is a mobile application that provides one stop solution for the livestock industry in Bangladesh (marketplace).

Play-store [Customer App] | Play-store [Seller App] | Facebook

PROFESSIONAL EXPERIENCES

Analytics & Growth Consultant | United Apparel

01/2024 – present | Dhaka & Riyadh, Remote

United Enterprise Ltd. has three sister concerns, G-TEX, United Agro & United Apparel. They are based on Dhaka (Bangladesh) and Riyadh (Kingdom of Saudi Arabia).

Working here as an Analytics & Growth Consultant for their fast fashion apparel brand.

Senior Data Analyst (Lead Specialist) | ShopUp

11/2022 – 12/2023 | Dhaka & Bengaluru, Hybrid

I was assigned to drive the data analytics part of the MOKAM Distribution Business Unit (B2B Marketplace) as a lead specialist from the ShopUp core Data team.

- Managed 3 different products from the data product end (WMS, DMS, Unicorn App) along with 2 other products such as BNPL (BAKI) and credit controlling (CRT), which includes a 15000 retailer base and 140 Cr+ turnover every month.
- Implemented the first-ever attendance app-based salary disbursement system for distribution houses and DSO to ensure 100% on-time business activity to best serve anchors and retailers.
- Launched a field visit app to control credit over-dues and payback periods.
- Monitoring and development of the National Distribution business vertical's P&L and MIS reporting
- Led the war room initiative to develop a comprehensive playbook aimed at achieving a 10% positive ROI for 170+ FMCG distribution houses with 30+ companies like Unilever, Marico, GP, etc.
- Increased the gross profit of the business unit from -8% to 2% through cost reduction, resource optimization, and pilferage mitigation policies.
- Establishing SOP and implementation for Incentive realization, collection and ensuring from anchors

Deputy Manager - Analytics & Growth | 10 Minute School

11/2021 – 11/2022 | Dhaka, On-site

- I led the team of five members to build the BI infrastructure from scratch. (Data Engineering, Data Analyst, BI Analyst)
- Conducting training sessions to empower other teams for actionable insights and 0-1 executions
- Own and manage the design, development, and maintenance of ongoing OKR metrics, dashboards, and feature analysis. designed 50+ dashboards in Looker Studio and BigQuery, streamlining data visualization and decision-making throughout the company.
- Own and manage the MIS reporting for investors. Led to a remarkable reduction of 76% in monthly failed transactions (from 55,000 to 13,000)
- Started and improved the practice of the end-to-end customer lifecycle management (CLM) process, which has resulted in a significant month-on-month increase in subscription renewals and slashed customer acquisition costs (CAC) by 40% using geospatial data insights, putting money back where it belongs.
- Identifying key growth and optimization opportunities has resulted in reducing data processing times by 40% and lowering costs by 70%.
- Building cross-functional partnerships with the product, marketing, and sales teams to drive key business metrics

DARAZ (AliBaba Group)

Strategic Promotions Lead & Senior Planning Analyst

10/2018 – 11/2021 | Dhaka & Singapore, On-site

- Manage the discounting budget and strategy for 'DARAZ Group', ensuring its deployment is in line with overall business strategies, while maintaining maximum efficiency.

AWARD

Top Finalist in Robi Axiata Presents Datathon 2.0, Team: NATS.IO 08/2022

👉 Datathon 2.0, the largest data science competition for professionals in Bangladesh, drew over 3000 registrations from 70+ institutions across the country. The top 25 teams were selected through a challenging pre-qualifier on Kaggle and further evaluated for their skills by a distinguished panel of national and international experts.

OTHER CERTIFICATIONS

LICT Certified Java Developer, ICT Division

👉 The course, aimed at fostering the growth, employment, and governance of digital Bangladesh, was delivered by Ernst & Young LLP, India, under the ICT Division, and holds certification from George Washington University, USA.

FMVA® Candidate, Corporate Finance Institute® (CFI)

- Support end-to-end Sales & Operations Planning process for DARAZ, working closely with the S&P, Commercial & Operations teams.
- Coordinate with regional teams for best practices and knowledge sharing of Subsidy Optimization Projects e.g. "Instant Refund Optimization", "Minimizing Reseller Frauds", "Collection Point Optimization".
- Setting generalize process to optimize subsidy budget allocation model for different business activities to improve the efficiency.
- Reseller & buyer fraud management to optimize subsidy spending.
- Pricing & Demand Analysis for Retail channel
- Business KPI forecasting & alignment with stakeholders using predictive analysis with the records of previous Financial, Performance Marketing & In-app user's activities (funnel).

Senior Data & Traffic Performance Analyst

Dhaka, On-site

- Campaign planning & post campaign performance analysis
- Customer segmentation for retargeting purpose (CRM) & Search performance analysis
- Launched & developed new products/projects such as, 'Customer Loyalty Program', 'New User Growth Program', 'D-coin.'
- Actively worked on CLM, New user acquisition, Customer retention & Reducing churn rate and improved the customer experience of the app journey through funnel analysis, CSAT and NPS Scores.

IPDC Finance LTD, Dhaka, Information Technology Trainee

04/2018 – 07/2018

- Technical business transformation support for IPDC finance LTD.

EDUCATIONAL QUALIFICATIONS

BSC in Computer Science and Engineering, BRAC University

Passing Year : 2019 [2014 - 2019]

Grade : 3.54 / 4.00

Higher Secondary Certificate, Rifles Public College

Passing Year : 2013 [01/2012 - 12/2013]

Grade : 5.00 / 5.00

Secondary School Certificate, Rifles Public College

Passing Year : 2011 [01/2009 - 12/2011]

Grade : 5.00 / 5.00

PUBLICATION

Analytics for sustainable economic growth, The Daily Observer

💡 Impacts of data analytics for futuristic sustainable economic growth.

Application of Machine Learning Techniques in the Context of Livestock, IEEE Region 10 Conference (TENCON)

💡 Our goal was to recover the deficit in meat production

REFERENCES

Rukesh Dutta, *Forecasting and Reporting Specialist of Bell, Canada*,
+ Former Strategic Planning Head & Pricing Director of DARAZ (AliBaba)
dutta.rukesh@gmail.com, (+880)1999074318

Redwan Rezvi, *Country Director, PORTER*
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Recommendations of previous work places (click here)

Source: LinkedIn