Tasnima Aktar

Data Analyst | Customer, Product & Revenue Analytics
tasnimwp@gmail.com | Agargaon, Dhaka
LinkedIn | GitHub | Portfolio



Data Analyst with expertise in SQL, Python, Excel and Power BI, experienced in transforming complex data into actionable business insights. Skilled in customer analytics, pricing, revenue analysis, business intelligence, AI and workflow automation. Focused on improving business performance through data-driven analysis and process optimization.

PROFESSIONAL EXPERIENCE

Data Analyst | Gozayaan

· *July 2026 – Present*

- **Business Performance & Pricing Analytics:** Lead monthly performance reporting for remittance (Singapore and UK) and flight businesses (Singapore and Malaysia). Analyze growth, retention, pricing competitiveness and route trends; develop markup and revenue-per-ticket models and Metabase dashboards used by 4 teams. Reduced month-end reporting time from 5 days to 1.
- **Customer & Growth Analytics:** Analyze CAC, LTV, customer cohorts, D90 and monthly retention, churn, repeat transaction frequency and campaign/channel performance. Track customer migration and cross-product adoption across remittance, flights and loans to identify growth and cross-selling opportunities.
- **Customer Funnel Analysis:** Evaluate the customer journey from registration and KYC to first transaction and repeat usage. Measure the impact of in-app KYC, identify drop-off points and estimate GTV lost across funnel stages to support retention initiatives.
- **Data Modelling & Revenue Assurance:** Develop production SQL and data-quality rules for the remittance data warehouse using BigQuery and PostgreSQL. Standardize business metrics and reconcile revenue and GMV across BI and finance records; reconstruct flown revenue to monitor airline incentive agreements.
- **Workflow Automation:** Build Python-based scheduled workflows using GitHub Actions and Metabase to automate daily management sales reports and 10-day transaction data delivery to banking partners, replacing manual processes and reducing reporting delays. Develop additional automations to improve operational efficiency.

Data Analyst | Riseup Labs

· *February 2025 – June 2026*

- **Workflow Automation:** Developed an end-to-end recruitment requisition tracking system using Google Sheets, Apps Script and n8n, featuring form-based data entry, automated status updates and conditional validations.
- **Business Intelligence & Reporting:** Built interactive Power BI dashboards using DAX to monitor recruitment lifecycle, time-to-fill, candidate pipelines, agent mapping and operational KPIs across business units.
- **Operational Performance Analytics:** Developed Looker dashboards to track agent KPIs, attendance and productivity, supporting team leads and operations managers in performance monitoring and resource planning.
- **Data Integration & Pipeline Development:** Automated data ingestion from KoboToolbox and external APIs into PostgreSQL. Processed semicolon-delimited CSV files and structured form submissions for centralized reporting.
- **Data Warehouse Design:** Implemented star-schema data models for recruitment, BPO, KPO and business operations, improving analytical query structure and reporting consistency for workforce planning and operational analysis.

Database Engineer | V2 Technologies

· *September 2024 – January 2025*

- Developed customized dashboards in Looker and Power BI, translating complex client data into business-focused reports and visualizations.
- Used SQL for data extraction, reporting and ad-hoc analysis; applied query optimization techniques to improve dashboard and report performance.
- Worked with large-scale e-CRM datasets for global clients, including Unilever and British American Tobacco, performing data preparation, cleansing and integrity checks to maintain reporting accuracy.
- Supported cloud-based data operations using AWS (EC2 and S3) and BigQuery, collaborating with service, DevOps and operations teams to improve process efficiency.

TECHNICAL SKILLS

- **Data Analysis & Statistics:** Customer Analytics, Cohort Analysis, CAC & LTV Analysis, Retention & Churn Analysis, Customer Segmentation, Funnel Analysis, Pricing Analysis, Revenue Analysis, Descriptive Statistics, Hypothesis Testing, A/B Testing
- **Programming & Querying:** SQL, Python, HTML, CSS
- **BI & Visualization:** Power BI, Looker, Metabase, Mixpanel, Superset
- **Databases & Data Warehousing:** PostgreSQL, MySQL, BigQuery, Snowflake
- **Tools & Platforms:** Excel, Google Sheets, GitHub, Jupyter Notebook, FastAPI, n8n, Google Apps Script
- **Professional Skills:** Analytical Thinking, Problem Solving, Communication, Attention to Detail, Cross-functional Collaboration

EDUCATION

· **BSc in Computer Science & Engineering**
Gono Bishwabidyalay | 2021 | CGPA: 3.50 / 4.00

CERTIFICATIONS & ACHIEVEMENTS

- SQL (Intermediate) – HackerRank
- The Power of Statistics – Google
- Work Smarter with Microsoft Excel – Microsoft
- Data Analysis with Python – IBM Cognitive Class