RAFSAN AL MAMUN

+61 435087238 | Melbourne, VIC, Australia

rafsan7238@gmail.com | linkedin.com/in/rafsan7238/ | github.com/Rafsan7238 | ralmamun.me

Team-centered and proactive independent Data Analyst with extensive expertise in descriptive analytics and applied ML, leveraging power of modern tools to derive meaningful insights from raw data, and presenting them to non-technical personnel. Vast experience in managing complex projects, winning numerous accolades over the years. A fast and eager learner, looking for a challenging position for tackling real-world problems and continued growth.

PROFESSIONAL EXPERIENCE

INDEPENDENT DATA ANALYST   **Melbourne, Australia**
github.com/Rafsan7238/Data-Analysis_Data-Science_Projects   *Apr 2021–Present*

- Build data-based projects, with cleaning and mining in Excel and SQL, statistical analysis in SQL and Python, and visualisation in Python and Tableau, keeping in line with predefined goals and KPIs
- Develop ML models with high predictive power, tested across various metrics
- Harnessed the power of Google Analytics to drive effective marketing strategies

STUDENT TUTOR (ST)   **Dhaka, Bangladesh**
BRAC University   *Jun 2021–May 2022*

- Taught fundamentals of programming and Computer Science to 100+ freshers
- Enhanced student performance by 10%+ compared to previous academic results
- Co-arranged intra-batch contest to foster learning and encourage programming, leading to a 25% increase in student participation on coding platforms

PROJECT LEAD AND MANAGER   **Dhaka, Bangladesh**
Care2U   *May 2020–Jan 2021*

- Lead and managed a team of 3 in designing and developing the platform
- Self-taught basic HTML and CSS, and incorporated Agile practices, cutting development time by 40%
- Reached >500 donations, partnering with local government

EDUCATION

MASTER OF DATA SCIENCE   **Melbourne, Australia**
The University of Melbourne   *Feb 2023-Dec 2024*

BACHELOR OF SCIENCE IN COMPUTER SCIENCE AND ENGINEERING   **Dhaka, Bangladesh**
BRAC University,   *May 2018-Jun 2022*
Highest Distinction, VC's List Award and Merit Scholarship (GPA 3.99/4.0)

SKILLS

- **Tech Skills**: Excel, Python, SQL, Tableau, Google Analytics (Basic), Looker, Git/GitHub, scikit-learn, Tensorflow
- **Analytics**: Data Cleaning and Mining, Statistical Analysis, Data Visualisation, Applied ML, A/B Testing
- **Other**: Agile Project Management (Scrum), Leadership, Team Collaboration, Problem Solving, Communication

STRENGTHS

- **Active and Fast Learning**: Never-ending learning and always exploring new possibilities to improve, with the ability to pick up new skills blazing fast to boost repertoire
- **Persistence and Grit**: Never-giving-up mindset with the mentality to work overtime to produce desired results and attain pre-set goals
- **Deft Juggler**: Skilled at adroitly balancing academics and personal projects of competing priorities under tight schedule, never missing a deadline
- **Earning Trust of Others**: Had the honour of leading teams in impactful projects, creating beautiful pieces together, and known for quick decision making ability to recover from last-minute mishaps

PERSONAL PROJECTS

- **A/B Testing For an E-Commerce Website Ad Marketing (Python)**: bit.ly/3ZzQd6u

  A/B Testing Analysis to help decide between old and new marketing strategy based on reach, revenue, CTR etc. Suggested new strategy to be only used to cater to a specific audience with a specific product

- **Business Optimisation Analysis of Chinook Digital Music Store (SQL)**: bit.ly/3EF78Mt

  Data mining in SQL to identify areas for improvement by finding profitable genres, marketing campaigns for least profitable states, better purchasing strategy, effective customer reward system etc

- **Predicting Customer Churn in Telecom Industry with ML (Python)**: bit.ly/3EFPKHx

  Performed EDA to learn hidden patterns and built a Random Forest model with 0.75 accuracy and 0.78 recall in predicting customer churn, along with suggestions to reduce it

- **Bank Customer Segmentation Across UK Regions (Tableau)**: bit.ly/3Z6G6Wk

  Segregated customer distribution along various factors to aid a bank in focusing marketing efforts for a niche in different regions, presenting through a storyline

More projects available on LinkedIn page and portfolio website with GitHub links

RELATED PUBLICATIONS

Application of Deep Convolutional Neural Network in Breast Cancer Prediction Using Digital Mammograms

Rafsan Al Mamun, Gazi Abu Rafin, Adnan Alam, MD. Al Imran Sefat. (2021). 2nd International Informatics and Software Engineering Conference (IISEC), Ankara, Turkey, pp. 1-7. IEEE Xplore. doi: 10.1109/IISEC54230.2021.9672368

Built a custom CNN model for predicting breast cancer from raw mammograms with a test accuracy of 0.94 and recall of 0.80, exceeding the performance of pretrained models, reiterating the significance of computer-aided detection models in early diagnosis of the disease

AWARDS AND ACHIEVEMENTS

- **Best Presentation Award (ICSSC 2020 Paris)**: Awarded for a research paper presented at an international conference out of 50+ submissions
- **2nd Runner-Up (CCUC 2020)**: National award for idea creation of Care2U among 80+ submissions during COVID-19
- **Traction 2020:** Co-launched one of the largest inter-university tech festival in Bangladesh, gathering 300+ participants
- **Class Valedictorian (Scholastica 2017):** Best student of the high school graduating batch