

ASHRAFUL TAUHID

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EDUCATION

The University of Texas Rio Grande Valley | Master of Science | Edinburg, Texas

August 2023

Major: Computer Science

GPA: 3.89/4.0

Bangladesh University of Professionals | Bachelor of Science | Dhaka, Bangladesh

January 2019

Major: Information and Communication Engineering

GPA: 3.71/4.0

SKILLS & CERTIFICATIONS

Programming: Python, R, SQL

Tools/Technologies: Tableau, Power BI, Google Sheets, Microsoft Excel, VLookup, Pivot Tables, RStudio, DataFlow, BigQuery, ETL

Data Concepts: A/B Testing & Experimentation, Data Cleaning, Data Analysis, Data Modeling, Data Visualization, Pattern Recognition, Predictive Analytics, Digital Analytics, Statistics

Certifications: Google Data Analytics Certificate, Google Business Intelligence Certificate

EXPERIENCE

Skoder Technologies | Data Analyst | Dhaka, Bangladesh

September 2020 - July 2021

- Orchestrated seamless cross-functional collaboration within an Agile framework, devising and implementing robust data analysis strategies. The outcome? A remarkable 23% surge in operational efficiency, underscoring my prowess in driving tangible business advancements.
- Executed extensive data analyses utilizing Python and SQL, unearthing intricate consumer behavior nuances. Translated these revelations into finely tailored marketing initiatives, precipitating an impressive 19% surge in customer engagement.
- Strategically employed A/B testing techniques to meticulously dissect customer purchasing behaviors within a prominent Bangladeshi super shop, harnessing a comprehensive 6-month dataset of customer transaction history.
- Revealed a pivotal revelation: implementing a \$3 discount on a particular product wielded a notably higher influence on driving customer purchases in comparison to a \$5 discount. This groundbreaking insight served as the bedrock for refining marketing tactics, ultimately culminating in a remarkable 7% surge in organizational sales.
- Developed and maintained highly interactive and visually appealing Tableau dashboards that provided stakeholders with real-time access to key performance indicators, which led to data-driven decision-making and improved business outcomes.

Graduate Research Assistant | The University of Texas Rio Grande Valley | Edinburg, Texas

August 2021 - August 2023

- Utilized Python programming language and Jupyter Notebook within the Anaconda environment to conduct the analysis on image data properties and evaluated the impact of Least Significant Bit (LSB) perturbation on Deep Neural Networks (DNNs).
- Investigated the effects of LSB perturbation on DNNs, examining factors such as data integrity, robustness, and adversarial attacks.
- Derived insights and findings from the analysis, providing valuable contributions to the field of image data security and adversarial machine learning and proposed and recommended a novel 3 LSB perturbation technique.
- Employed Python data frames to execute data analysis on test images, employing the differential evolution algorithm, leading to a 6% higher attack success rate than a type of state-of-the-art adversarial attack.

Graduate Teaching Assistant | The University of Texas Rio Grande Valley | Edinburg, Texas

August 2022 - May 2023

- Mentored and guided a cohort of 50 students on effectively utilizing the SLURM workload manager and running Deep Neural Network (DNN) models within a High-Performance Computing Cluster (HPCC).
- Assessed and compared students' work efficiency before and after implementing HPCC, using Excel visualizations and spreadsheets, resulting in a notable increase in productivity.
- Provided detailed reports to the course instructor, highlighting the improvements achieved through the utilization of HPCC.
- Led and organized the "Python Programming" course for a group of 32 students, ensuring a comprehensive understanding of advanced programming concepts like object-oriented programming, class implementation, list comprehension, and polymorphism.
- Implemented interactive online and offline activities, along with practical assignments, fostering a highly engaging learning environment that resulted in an impressive 95% student participation rate.

ACADEMIC PROJECTS

Video Game Sales Dataset:

January 2023

Utilized Python for data cleaning and analysis of historical sales data, uncovering a major decrease in offline purchases post-2008 traced to a rise in online game sales, informing strategic decisions to bolster in-store traffic.

Spotify Music Dataset:

March 2023

Investigated the Spotify Music Dataset, revealing genre correlations and dynamics over 23 years, then developed a Tableau dashboard with time series plots and scattered plots to understand data patterns, identifying growth opportunities and streamlining operations.

Analyzing the Impact of Global Events on Daily Grocery Sales:

November 2022

Leveraged R and Excel to perform statistical analysis on 3 years of daily grocery sales data, uncovering a 25% increase in packaged food purchases during 2020 lockdowns. Designed an interactive Tableau dashboard to present the findings, highlighting time series plots of sales alongside global COVID-19 case data.