

Mohammad Faisul Alam

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PROFESSIONAL SUMMARY

Results-driven Product & Data Analytics professional with 4+ years of experience across startups and MNCs. Expert in data visualization, storytelling, and strategic decision-making, transforming complex datasets into actionable insights that drive business growth. Passionate about product management and marketing analytics, ensuring data-backed strategies for sustainable success.

EDUCATION

Continuing Education Certificate, *York University, CA.*

Major: Big data analytics. Graduation: Nov, 2024

Bachelor of Business Administration, *Bangladesh University of Professionals.*

Major: Finance. Graduation: May, 2020

SKILLS & TOOLS

Skills: Team collaboration, Critical thinking, Creativity, Data visualization and reporting, Forecasting, A/B testing, AI prompt writing, UI/UX research, Marketing analytics, Project management.

Tools: SQL, Tableau, Power BI, Looker studio, MS Excel, Snowflake, BigQuery, Python, Salesforce, JIRA, Jupyter notebook, Hotjar, Google analytics, MS PowerPoint, VS Code, HTML, Figma, Canva.

WORK EXPERIENCE

Business Intelligence Analyst, *GILDAN*, Dhaka, BD.

Sep 2022 – May 2023

- Developed interactive dashboards and data visualizations using Snowflake and Tableau for data science projects, enabling faster insights and data-driven decision-making.
- Consulted and trained internal Tableau users, ensuring the development of high-quality, company-standard reports that improved business intelligence capabilities.
- Led the migration of 40+ dashboards from QlikView and Power BI to Tableau, streamlining reporting processes and enhancing data accessibility.
- Collaborated with key stakeholders to define department-specific KPIs and prepare clean, structured data, ensuring accurate and insightful reporting.
- Optimized SQL queries and Tableau reports, reducing operational costs by 10% through improved performance and efficiency.

Commercial Analyst, *MILVIK (BIMA)*, Dhaka, BD.

Oct 2021 – Aug 2022

- Consulted the marketing department and analyzed key business metrics, leading to a 33% improvement in ROI for marketing processes.
- Conducted in-depth website UI research and quality assurance, identifying usability enhancements that improved user experience and conversion rates.
- Designed and developed regional digital marketing dashboards using Tableau and SQL, enabling real-time measurement of campaign performance and customer engagement for data-driven marketing decisions.
- Analyzed survey data, ad campaign performance, and web analytics, uncovering actionable insights that improved marketing efficiency and operational effectiveness.
- Configured and optimized KPIs for the sales team, enhancing agent productivity tracking and aligning performance with business objectives.

Business Intelligence Analyst, Foodpanda, Dhaka, BD.

May 2021 - Oct 2021

- Consulted the Commercial team, providing strategic insights that helped maximize revenue from partners and improve monetization strategies.
- Designed and automated ad-hoc reports, ensuring seamless data accessibility and reducing manual reporting efforts for faster decision-making.
- Developed and managed scalable BI reports using Google BigQuery and Tableau, enhancing data-driven decision-making and operational efficiency.
- Conducted deep-dive analyses to troubleshoot business challenges, including fraud detection, successfully identifying and eliminating fraudulent vendors to prevent revenue leakage.

Business Intelligence Analyst, GoZayaan. Dhaka.

Jan 2020 - May 2021

- Designed and developed interactive business dashboards in Google Data Studio, enhancing decision-making efficiency and streamlining operations.
- Leveraged customer and marketing analytics to identify trends leading to data-driven marketing optimizations that increased customer retention.
- Conducted competitor analysis and market research, delivering actionable insights that informed strategic business decisions.
- Optimized data-driven marketing campaigns, aligning them with business goals to maximize impact and ROI.
- Conceptualized and wireframed the UI/UX for GoZayaan's flight booking, offers section, and website tour section, improving user experience.
- Created and launched customized tour packages, expanding product offerings.
- Developed and implemented GoZayaan Express; during the pandemic, ensuring business continuity and driving revenue growth.

Part-time Associate, GoZayaan. Dhaka.

Jan 2019 - Dec 2019

- Worked closely with the founding team, gaining cross-functional experience across Operations, Customer Experience, Finance, and Accounts.
- Handled customer queries and support, ensuring quick resolution and improved satisfaction.
- Assisted in business operations and workflows to improve efficiency and service delivery.
- Reconciled accounts, ensuring accurate financial records and transaction tracking.
- Conducted competitor analysis, identifying market trends and strategic opportunities to improve business positioning.

OTHER AFFILIATION

Performing Artist, Open Space Theatre, Dhaka.

Nov 2019 - Present

- Create marketing content to promote theatre productions and engage audiences.
- Write and translate scripts, ensuring clarity and cultural relevance.
- Perform in 4 regular shows, delivering impactful and memorable performances.

REFERENCE

1. Tanvir Ahmad Palash

Chief Technology Officer, GoZayaan Limited.

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2. Shehreen Kamal

Country Head of Marketing, MILVIK Bangladesh.

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