

# Tusar Ahmed

Data Analytics · Python · SQL · Power BI · Excel | M.Sc. Management & Data Science

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## PROFESSIONAL SUMMARY

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Master's student in Management & Data Science at Leuphana University of Lüneburg with hands-on experience across the full data analytics workflow, data cleaning, exploratory analysis, statistical modelling, dashboard development, and machine learning. Proficient in Python, SQL, Power BI, and Microsoft Excel. Prior experience in digital marketing provides strong business context and KPI-driven thinking.

## WORK EXPERIENCE

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|---|-------------------|
| <b>SEO Team Lead, Boston Sightseeing</b>  | 01/2023 – 04/2025 |
| <ul style="list-style-type: none"><li>Monitored website performance using Google Analytics and Search Console; developed Excel dashboards for weekly KPI reports.</li><li>Utilized A/B testing and data insights to enhance content strategy and boost organic search rankings.</li></ul> | Full-time, Remote |
| <b>Senior SEO Specialist, Maxzion IT</b>  | 08/2019 – 09/2021 |
| <ul style="list-style-type: none"><li>Delivered structured Excel performance reports and competitive data analysis for multiple international clients.</li><li>Conducted keyword and traffic trend analysis; translated findings into actionable recommendations.</li></ul>               | Dhaka, Bangladesh |

## EDUCATION

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| <b>M.Sc. Management &amp; Data Science, Leuphana University of Lüneburg, Germany</b>                       | 10/2023 – Present |
| <b>B.Sc. Electrical &amp; Electronic Engineering, Daffodil International University, Dhaka, Bangladesh</b> | 01/2018 – 08/2022 |

## TECHNICAL SKILLS

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### Programming

Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Statsmodels)

### BI & Reporting

Microsoft Power BI (DAX, Power Query, interactive dashboards)

### Statistics & ML

Hypothesis testing, ANOVA, regression, classification, clustering, PCA

### Databases

SQL · MySQL — advanced querying, JOINS, subqueries, aggregations.

### Spreadsheets

Microsoft Excel (Pivot Tables, Power Pivot, dynamic dashboards, Power Query)

### Other Tools

Jupyter Notebook, Git / GitHub

## LANGUAGES

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### Bengali

Native

### English

Professional Working Proficiency

### German

A1 (Learning)

## PROJECTS

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### Deutsche Bahn Railway Reliability Analysis [↗](#), Python · SciPy · Scikit-learn

- Statistical analysis of delay patterns across 55 train types in a 1.9M-observation dataset using ANOVA and effect size ( $\text{Eta}^2 = 0.11$ ).

### World Happiness Report — EDA & Predictive Modelling [↗](#), Python · Pandas · Scikit-learn

- EDA and predictive modelling on 156-country dataset; compared Linear Regression, Random Forest, and PCA-reduced variants across 30 train/test splits.

### ISP Customer Churn Prediction [↗](#), Python · Scikit-learn · Pandas

- ML classification pipeline on 72,274 customer records; Random Forest achieved best accuracy (93.45%) across 6 compared algorithms.

### Sales Performance Dashboard [↗](#), Microsoft Excel

- Dynamic 4-year Excel dashboard tracking \$87M+ profit across products, regions, and customer segments (2016–2019).

### HR Analytics Dashboard [↗](#), MySQL · Power BI · DAX

- End-to-end HR analytics on 22,000+ records; Power BI dashboards covering turnover, tenure, and headcount trends.

## CERTIFICATIONS

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- Microsoft Power BI Data Analyst - Coursera [↗](#)
- Foundations of Data Science Google/Coursera. [↗](#)
- The Ultimate Microsoft Excel Mastery Bundle (8 Courses) - Udemy [↗](#)
- Python for Data Analysis (Pandas) - Udemy
- SQL - Introduction to SQL with MySQL - Udemy [↗](#)