

# AL ARABI

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## SUMMARY

Data & Design oriented with a background in the import industry, leveraging transferable skills in logistics data and operational problem-solving to transition into data analytics and product management. Over the past two years, I have been combining my data analysis and UX design skillset to solve business problems. Eager to accelerate my data analyst ambition through learning industry standard tools, enriching my portfolio & leveraging my connections. Moving forward, I plan to spend the next five years advancing from a junior data analyst to a senior product or analytics leader who bridges data and design strategy.

## EXPERIENCE

### **Sugondha Trading | In-Charge, Business Operations | Jul 2024 – Present**

- In charge of taking over all business responsibilities in absence of the proprietor.
- Handled over 5 shipments and executed all deliveries with 90% accuracy.
- Handled all shipment sourcing, procurement, logistics, inventory, key accounts & everything related to the business operation.
- Maintained bridge between vendor and client's payment gap by completing 80% payments on time.

### **GoZayaan | Young Justice Intern | Feb 2024 - May 2024**

- Worked with customer experience team to analyze call drop & retention data and make reports & recommendations on improving the service.
- Helped hotel supply team to ensure cox bazar's hotel pricing using analytical approach to get information about hotels internal pricing and submit report to the manager.
- Directly worked with PR team for launching Eid-ul-Adha influencer campaign on Facebook & Instagram.

## EDUCATION

### **North South University**

BBA in Marketing

2020-2024

CGPA: 3.00/4.00

### **Bir Shrestha Noor Mohammad Public College**

Higher Secondary Certificate

2017-2019

GPA: 4.83/5.00

### **Bir Shrestha Munshi Abdur Rouf Public College**

Secondary School Certificate

2015-2017

GPA: 5.00/5.00

## ACHIEVEMENTS

### **Hult Prize Mumbai Summit 2024**

Top 360 Startups | SDA Bocconi Asia Center

### **Hult Prize OnCampus 2024**

Champion | NSU Yef Club

### **Battle of Minds 2023**

Bootcamp Round | BAT Bangladesh

### **AdventHR 2023**

Semi-final Round | BUP HRLC Club

## **CERTIFICATIONS**

### **Google Analytics Certification (2026)**

Google Skillshop | [Credential](#)

### **Google Data Analytics Professional Certificate 2026**

Coursera | [Credential](#)

### **Unilever Digital Marketing Analyst Professional Certificate 2026**

Coursera | [Credential](#)

## **SKILLS**

**Tools:** Figma, Excel, PowerPoint, Jira, Google Analytics 4, Power BI, Tableau, Google Data Studio,

**Data Analytics:** Data Cleaning, Visualization, Pivot, Segmentation & Sampling, Hypothesis Testing.

**UX & Product Design:** User Research, Wireframing, Prototyping, User Journey Mapping.