

AJMAL P P

DATA ANALYST

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SUMMARY

Data Analyst with 4+ years of experience in digital and marketing analytics, specializing in campaign performance measurement, customer behavior analysis, and business intelligence. Proficient in SQL, Python, Tableau, Looker Studio, and GA4 to analyze marketing, CRM, and business data, develop interactive dashboards, and deliver actionable insights. Experienced in optimizing digital campaigns with monthly budgets of AED 7K–15K, increasing organic traffic by 50–60% through data-driven strategies, and reducing reporting effort by 40% through reporting automation.

PROFESSIONAL EXPERIENCE

Data Analyst - Business & Marketing Analytics

AL BARR FMS LLC - Abu Dhabi, UAE

Oct 2025 - Present

- Analyzed CRM, sales, and customer engagement data to identify retention trends, service demand patterns, and growth opportunities.
- Developed KPI dashboards and automated reports using Looker Studio to support business decision-making.
- Conducted campaign and lead performance analysis to optimize customer acquisition and marketing ROI.
- Collaborated with stakeholders to translate business requirements into actionable insights and reporting solutions.

Data Analyst - Digital Marketing Analytics

BG Soft Solutions - Qatar, Remote

Jun 2024 - Sep 2025

- Analyzed SEO, Google Ads, and Meta Ads performance data to improve campaign effectiveness, conversions, and return on investment.
- Built interactive dashboards using Tableau and Looker Studio to track KPIs including CTR, CPA, ROAS, and conversion rates.
- Utilized SQL, Python, and web scraping techniques to collect, clean, and analyze marketing and competitor datasets.
- Delivered data-driven recommendations and performance reports to support strategic marketing decisions.

Data Analyst – Marketing Analytics

Cloudex369 IT Solutions Pvt Ltd - Calicut, India

Jan 2022 - May 2024

- Developed marketing performance dashboards to monitor campaign results, customer behavior, and business KPIs across multiple channels.
- Performed campaign, SEO, and website analytics using GA4, SQL, and Python to identify optimization opportunities and improve performance.

- Conducted web scraping and competitor analysis to gather market intelligence and support marketing strategies.
- Automated reporting workflows and transformed complex datasets into actionable insights for stakeholders and management.

Data Science Consultant (Internship)

Rubixe - Bengaluru, India

Sep 2021 - Apr 2022

- Analyzed datasets using Python, Pandas, and machine learning techniques to identify patterns and support data-driven decision-making.
- Built visualizations and dashboards using Tableau and Python libraries to communicate analytical findings effectively.
- Performed data scrapping, cleaning, preprocessing, and exploratory data analysis (EDA) on structured datasets.

EDUCATION

Bachelor of Technology in Computer Science & Engineering

A P J Abdul Kalam Technological University, Thiruvananthapuram

Jul 2017 - Jul 2021

CERTIFICATIONS

Certified Data Scientist

Issued by IABAC | Certificate Id : IAB1120172385

02 Nov 2022

SKILLS

- **Analytics:** Marketing Analytics, Digital Analytics, Customer Analytics, Funnel Analysis, KPI Reporting
- **Technical:** SQL, Python, Data Scraping, Statistical Analysis
- **Visualization:** Tableau, Power BI, Looker Studio, Dashboard Development
- **Marketing:** GA4, Google Ads, Meta Ads, SEO Analytics, Conversion Tracking, A/B Testing
- **Professional:** Problem Solving, Stakeholder Management, Communication, Collaboration

CAREER HIGHLIGHTS

- Developed analytics dashboards to track CTR, CPA, ROAS, conversions, and customer engagement across multiple marketing channels.
- Automated reporting workflows using SQL and Python, reducing manual reporting effort and improving operational efficiency.
- Performed web scraping and competitive analysis to generate market intelligence and support business growth initiatives.