

# AJMAL P P

## Data Analyst

### CONTACT

Phone: +91 755 984 4005 | +971 55 426 1818

Email: connect.ajmalpp@gmail.com



### ABOUT ME

Data Analyst with 4+ years of experience in digital marketing and business analytics, specializing in campaign performance, CRM analysis, sales analysis, and dashboard development. Skilled in Python, SQL, and BI tools to drive ROI, optimize campaigns, and deliver actionable insights. Currently working in the UAE, with experience across GCC business environments and data-driven decision-making.

### WORK EXPERIENCE

#### Data Analyst (Performance Marketing) | Oct 2025 – Present

Al Barr Facility Management Services LLC – Abu Dhabi, UAE

- Analyzed CRM and sales data to track recurring clients, customer retention, and service demand patterns.
- Identified high-performing services and seasonal trends using historical data, enabling better resource planning and targeted marketing strategies.
- Managed and optimized Google Ads and Meta Ads campaigns, improving ROI through data-driven targeting and performance analysis.
- Built dashboards and reports to monitor KPIs, customer behavior, and campaign performance, supporting data-driven business decisions.

#### Data Analyst (Digital Marketing) | Jan 2022 – Sep 2025

Cloudex369 IT Solutions Pvt Ltd – Calicut, India

- Built data-driven dashboards to monitor SEO performance, paid campaigns, and user behavior, enabling strategic marketing decisions.
- Led performance analysis, increasing organic traffic by 50–60% within 3 months through data-backed SEO strategies.
- Optimized Google Ads and Meta Ads campaigns, improving conversion rates and reducing ad spend inefficiencies.
- Analyzed campaign data using GA4 and dashboards to identify trends, optimize targeting, and improve overall ROI.
- Performed keyword research, competitor analysis, and content optimization, enhancing search visibility and ranking performance.
- Collaborated with design and development teams to build SEO-friendly WordPress websites and conversion-focused landing pages.

#### Data Science Consultant | Sep 2021 – Dec 2021

Rubixe – Bangalore, India

- Gained hands-on experience in data science and machine learning, using Python for data analysis and preprocessing.
- Built visualizations and dashboards using Tableau and Matplotlib to support data-driven decision-making.

## EDUCATION

**A P J Abdul Kalam Technological University | Jul 2017 – Aug 2021**

Bachelor of Technology in Computer Science & Engineering

GPA : 6.51

---

## CERTIFICATES

**Datamites, Bangalore | 2022**

Certified Data Scientist

Issued by International Association for Business Analytics Certification (IABAC)

---

## SKILLS

### Technical & Programming

- Python, SQL, PHP, HTML, CSS

### Data & Analytics

- Data Analysis & Interpretation, Marketing Analytics, Data Cleaning & Preprocessing, SQL Querying, Python for Data Analysis, Exploratory Data Analysis (EDA), Forecasting

### Visualization & BI Tools

- Tableau, Dashboard Development & Reporting

### Libraries & Tools

- NumPy, Pandas, Matplotlib, Seaborn, Plotly, Scikit-learn, Beautiful Soup

### Digital Marketing

- Performance Marketing, Campaign Optimization, SEO (On-Page & Technical), Content Optimization, Keyword Research, Backlink Strategy, Conversion Rate Optimization (CRO), Campaign Performance Tracking

### CMS & E-commerce Platforms

- WordPress, Shopify

### Marketing Tools

- Google Analytics, Search Console, Ahrefs, SEMrush, Ubersuggest, Screaming Frog

### Soft Skills

- Analytical Thinking, Problem Solving, Communication, Collaboration, Adaptability, Time Management, Attention to Detail
- 

## ACHIEVEMENTS

- Built interactive dashboards to track sales, campaign performance, and customer engagement, enabling data-driven decision-making and improved business outcomes.
  - Analyzed large datasets using Python and SQL, uncovering trends and patterns that supported strategic planning and performance optimization.
  - Reduced reporting time by 40% through automation using Python and SQL, improving efficiency and accuracy of analytics workflows.
  - Transformed complex data into clear, actionable insights through visualization, helping stakeholders understand performance trends and drive growth.
-