

Alex Ninan

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Profile

Data Analyst with a strong background in Python, SQL, and data visualisation tools like Tableau and Looker Studio. Experienced in analysing large datasets, building predictive models, and presenting actionable insights to drive business decisions. Adept at working with cross-functional teams to solve complex problems using data-driven approaches.

Education

MSc Data Analytics (with Distinction) - University of Portsmouth, UK **September 2024**

- Developed expertise in **Python** programming (Pandas, NumPy, Matplotlib, Seaborn) for data preprocessing, exploratory data analysis (EDA), and predictive modelling.
- Gained strong proficiency in SQL for data extraction, manipulation, and database management across relational and NoSQL databases.
- Applied big data frameworks like Apache Spark and Hadoop to process and analyse large-scale datasets.
- Built machine learning models using supervised and unsupervised learning techniques with TensorFlow and Scikit-learn.
- Designed and delivered interactive data visualisation dashboards to support data-driven decision-making.
- Applied statistical analysis methods to real-world datasets, including regression analysis, hypothesis testing, and time series forecasting.

MBA with Specialism in Strategic Planning- Heriot-Watt University, UK **September 2017**

BEng in Electronics and Communication- Birla Institute of Technology, India **May 2013**

Projects

[E-Commerce Customer Data Analysis](#) **May 2025**

Tools: Python (Pandas, NumPy, Matplotlib, Seaborn)

Conducted an exploratory data analysis (EDA) on customer transaction data to uncover sales trends, customer behaviour, and product performance. Cleaned and transformed raw data, created visualisations of KPIs, and generated actionable insights to support marketing and retention strategies.

[DVD Rental Database Analysis](#) **May 2025**

Tools: SQL (PostgreSQL)

Analysed a relational database of DVD rentals using complex SQL queries to generate business insights. Designed and executed queries involving joins, aggregations, subqueries, and window functions to segment customers, assess rental patterns, and evaluate revenue trends.

[Superstore US Sales Dashboard \(Tableau\)](#) **May 2025**

Tools: Tableau Desktop, Microsoft Excel

[View Dashboard](#)

Built an interactive dashboard using the Superstore dataset to visualise sales performance, profitability, customer segmentation, and shipping efficiency across U.S. regions. Enabled stakeholders to explore trends through dynamic filters and graphical summaries, driving data-informed business decisions.

Work Experience

Retail Assistant - Primark, Portsmouth, UK **October 2023 - Present**

Analysed sales trends, customer preferences, feedback, and patterns to improve customer service strategies and meet sales targets.

- Identified top-selling products and assisted in testing and analysing product placements, promotional strategies and customer engagement techniques to boost monthly sales targets.
- Trained new team members and worked closely with supervisors to implement operational improvements.

Achieved a 10% increase in lead conversion rates across key markets, boosted experiment velocity by 30% through improved tracking protocols, and enhanced operational efficiency by 15% by streamlining marketing analytics processes.

- Analysed web traffic, user behaviour, and sales data across multiple domains to uncover insights for conversion optimisation and revenue growth.
- Designed, launched, and evaluated A/B and multivariate experiments to optimise key performance indicators (KPIs) such as conversion rates and customer acquisition costs.
- Built and maintained real-time dashboards in Looker Studio to track website performance, customer journeys, and campaign outcomes.
- Conducted deep-dive UX analysis using Google Analytics, Tag Manager, and heatmapping tools, delivering actionable recommendations.
- Partnered with development and marketing teams to implement tracking solutions and launch experimentation campaigns, ensuring data accuracy and supporting CRO initiatives.
- Extracted, cleaned, and modelled user behaviour datasets to drive segmentation, cohort analysis, and targeted marketing strategies.
- Delivered strategic data insights to senior leadership, influencing website design, campaign strategies, and quarterly targets.
- Streamlined ad performance tracking by integrating Google and LinkedIn Ads data, improving ROI by 15% through data-led optimisations.

Successfully managed 25+ concurrent analytics and A/B testing projects, achieving an average 8–12% uplift in conversion rates across key client accounts and reducing client reporting turnaround times by 20% through process standardisation.

- Analysed customer journey data and behavioural funnels across multiple e-commerce sites to identify drop-offs and friction points.
- Developed and prioritised data-driven hypotheses for A/B and multivariate testing, targeting conversion rate improvements across client accounts.
- Built customised dashboards and performance reports using Google Analytics and Looker Studio to monitor KPIs and present insights to clients and internal teams.
- Conducted cohort analysis, segmentation studies, and funnel analysis to inform targeted website optimisations and marketing strategies.
- Collaborated closely with UX designers, developers, and marketing teams to implement test variants, track performance, and validate outcomes.
- Led client presentations to deliver insights, testing results, and strategic recommendations that directly influenced product and design changes.
- Mentored and trained new team members, standardising data analysis practices and improving reporting efficiency across the team.

Technical Skills and Tools

- Programming Languages: Python (Pandas, NumPy, Matplotlib, Seaborn), SQL, T-SQL, NoSQL
- Big Data and Machine Learning: Hadoop, Apache Spark, TensorFlow, Image Recognition
- Database Management: PostgreSQL, MongoDB, Pyspark
- Web/ Digital Marketing Analytics: Google Analytics, Google Tag Manager, Google Search Console
- A/B Testing & Optimization Tools: Google Optimize, Optimizely, A/B Tasty, CrazyEgg, Hotjar, Microsoft Clarity
- Data Visualisation & Business Intelligence Tools: Tableau, Google Data Studio, Microsoft Azure

Languages

- Languages: English, German (A2 level)