



General



# Aymen Khazri

Digital Business Developer • Data Analyst • Freelancer

**Turning data into profitable business decisions.**

 Potsdam, Germany · 5+ Years Experience

## Profile

---

Data-driven analyst with a strong foundation in data science and digital business, experienced in turning complex datasets into clear, actionable insights that support growth, optimization, and operational efficiency. Advanced in SQL and Python, with hands-on experience building dashboards, automating reports, and developing analytical workflows for product and business teams. Comfortable operating at the intersection of analytics, strategy, and execution, working closely with cross-functional stakeholders in fast-paced startup and SME environments.

## Freelance Digital Business Developer & Data Analyst

---

Self-Employed · 2019 – Present

- Delivered data-driven insights and dashboards for clients across e-commerce, digital services, and SaaS
- Analyzed business performance metrics to support strategic and operational decisions
- Automated recurring reports and workflows to reduce manual effort and improve efficiency
- Worked closely with founders and managers in fast-paced startup and SME environments

## Digital Business Developer

---

Hewesgo GmbH · Babelsberg | 2023 – Present

- Supported digital product and business development through data analysis and market research
- Defined and monitored KPIs to track performance across online channels
- Collaborated with marketing, product, and technical teams to improve processes and outcomes
- Used insights from data to support optimization initiatives and decision-making

## Data Science Intern

---

Impact Consult | 2022

- Designed and developed a real-time recommendation engine to match learners with relevant courses
- Built a CV evaluation web application providing automated scoring and improvement suggestions
- Applied data science techniques to solve practical business problems

## Store Manager & Community Manager

---

EDITO | 2018 – 2019

- Managed daily store operations and supervised staff
- Led customer communication across in-store, website, and social media channels
- Improved online presence and engagement through content and platform optimization
- Developed leadership, communication, and problem-solving skills in a customer-facing environment

## Web Development Intern

---

CNTE – Centre National Pédagogique, Tunisia | 2017

- Developed backend features enabling teachers to upload student grades online
- Implemented systems allowing students to securely access academic results

- Gained strong practical experience in PHP and web application logic

## HSEQ Intern

---

TOTAL | 2016

- Supported Health, Safety, Environment, and Quality (HSEQ) reporting activities
- Assisted with data collection, analysis, and Excel-based reporting
- Contributed to compliance tracking and operational safety documentation

## Languages

---

- English – Fluent
- French – Fluent
- German – B1 (Working proficiency)

## Links

---

- [LinkedIn Profile](#)
- [GitHub](#)
- [Download CV](#)

This portfolio uses privacy-friendly analytics to measure engagement.