



General



# Aymen Khazri

Digital Business Developer • Data Analyst • Freelancer

**Turning data into profitable business decisions.**

📍 Berlin, Germany · 5+ Years Experience

## Profile

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Data-driven Digital Business Developer and Freelance Data Analyst with over five years of experience supporting startups, SMEs, and entrepreneurs. Strong background in business strategy, analytics, and performance optimization, with a proven ability to translate data into actionable business insights.

## Core Expertise

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- **Data Analysis & Reporting:** SQL, Python (Pandas), Excel, Power BI
- **Digital Business Development:** Market analysis, growth strategy, KPI definition
- **Performance Tracking:** Funnels, cohort analysis, dashboards
- **Stakeholder Communication:** Translating data into business decisions
- **Freelance Consulting:** Client requirements, delivery, optimization
- Built SQL pipelines for analytics
- Led growth strategy initiatives

## Professional Experience

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### Freelance Digital Business Developer & Data Analyst

Self-Employed · 2019 – Present

- Built dashboards tracking KPIs for 10+ clients, improving decision speed by 30%
- Analyzed funnels that increased conversion rates by up
- Automated reports saving ~8 hours/week of manual work
- Delivered data analysis and business insights for multiple clients across e-commerce, digital services, and SaaS
- Analyzed user funnels and conversion rates to support growth initiatives
- Automated recurring reporting tasks using Python and SQL
- Worked directly with founders and managers to support strategic decisions

## Digital Business Developer

Hewesgo GmbH · Babelsberg · 2023 – present

- Supported digital product development through market and competitor analysis
- Defined KPIs and performance metrics for online channels
- Collaborated with marketing, product, and technical teams
- Used data insights to optimize campaigns and business processes

## Selected Projects

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- **Sales & Revenue Dashboard:** Designed interactive Power BI dashboards to monitor sales performance and trends
- **Customer Behavior Analysis:** Analyzed large datasets to identify churn drivers and growth opportunities
- **Operational Reporting Automation:** Reduced manual reporting time by automating data pipelines using Python
- **Personal Portfolio Website**
  - Built with HTML/CSS/JS
  - Dark mode, animated sections
  - Integrated Google Analytics for traffic & engagement insights

## Tools & Technologies

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- SQL (PostgreSQL, MySQL)
- Python (Pandas, NumPy)
- Power BI / Tableau
- Excel / Google Sheets (Advanced)
- Git & GitHub

## Languages

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

## Portfolio

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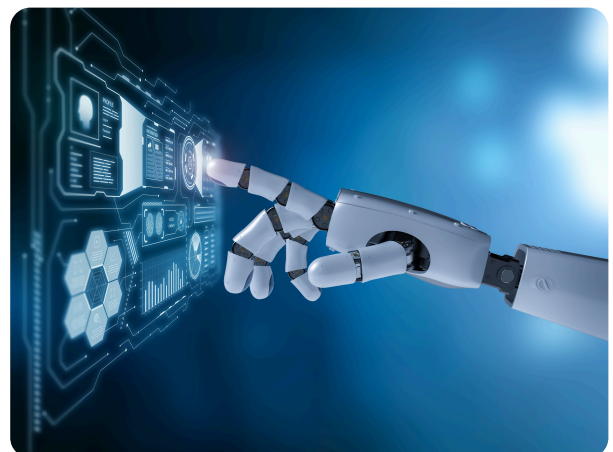
Sales & Revenue Dashboard



Customer Behavior Analysis



Reporting Automation



## Links

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

This portfolio uses privacy-friendly analytics to measure engagement. [Download CV](#)