

MOGHITH B K

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PROFESSIONAL SUMMARY

Data-driven marketing professional with expertise in analytics, digital campaign optimization, and performance tracking. Proven ability to leverage technical skills including Python, SQL, Power BI, and Excel for marketing intelligence, customer segmentation, and ROI analysis. Strong background in data visualization and predictive modeling to drive marketing strategy and brand growth initiatives.

CORE COMPETENCIES

Marketing Analytics | Data Visualization | Campaign Performance Tracking | A/B Testing | Customer Segmentation | Predictive Analytics | SEO/SEM Optimization | Marketing Automation | CRM Management | Cross-functional Collaboration | Dashboard Development | KPI Reporting

PROFESSIONAL EXPERIENCE

Marketing Analytics Intern

April 2025 – June 2025

All India Council for Technical Education (AICTE)

- Analyzed user engagement data across digital platforms to identify optimization opportunities, resulting in actionable insights for content strategy improvement
- Developed interactive dashboards using Power BI to track campaign performance metrics, enabling real-time decision-making for marketing initiatives
- Conducted customer segmentation analysis using Python and SQL to identify high-value audience segments for targeted marketing campaigns
- Created predictive models to forecast user acquisition trends and campaign ROI, supporting strategic budget allocation decisions
- Collaborated with cross-functional teams to design A/B testing frameworks for optimizing landing page conversions and email marketing campaigns

Digital Marketing & Data Analytics Intern

April 2024 – July 2024

All India Council for Technical Education (AICTE)

- Executed data-driven marketing campaigns by analyzing user behavior patterns and engagement metrics to optimize content distribution strategies
- Built comprehensive marketing attribution models using SQL and Excel to track multi-channel campaign performance and customer journey touchpoints
- Designed automated reporting systems that reduced manual reporting time by 40% while improving data accuracy for stakeholder presentations
- Conducted competitive analysis and market research using web scraping and data mining techniques to inform brand positioning strategies
- Supported SEO optimization initiatives by analyzing website traffic data and implementing recommendations that improved organic search visibility

EDUCATION

Takshashila University

September 2023 – June 2027

Bachelor of Technology in Artificial Intelligence

Relevant Coursework: Data Analytics, Statistical Modeling, Machine Learning, Database Management, Data Visualization

KEY PROJECTS

AI-Powered Shop Billing & Inventory Management System | sreesaidurga1.vercel.app

- Developed comprehensive business intelligence platform using Next.js 15 with dual billing system (sales/rental) featuring automated stock tracking, real-time analytics dashboard, and customer relationship management
- Implemented predictive analytics for inventory optimization with low-stock alerts and automated restock recommendations, reducing stockouts by enabling data-driven purchasing decisions
- Designed customer engagement features including emoji-based feedback collection and WhatsApp integration for bill sharing, improving customer communication and satisfaction tracking
- Built advanced reporting system with date-range filtering, bulk operations, and PDF export capabilities, enabling efficient record management and business performance analysis
- Created real-time sales and rental dashboards with visual metrics for revenue tracking, customer behavior analysis, and product performance insights to support strategic marketing decisions

TECHNICAL SKILLS

Analytics & Visualization: Power BI, Tableau, Excel (Advanced Functions, Pivot Tables, VBA), Google Analytics

Programming & Databases: Python (Pandas, NumPy, Scikit-learn), SQL (MySQL, Query Optimization), Java, C++, Next.js

Marketing Tools: Google Ads, SEO/SEM Tools, CRM Platforms, Marketing Automation, A/B Testing Frameworks

Data Science: Predictive Modeling, Customer Segmentation, Statistical Analysis, Machine Learning Algorithms

CERTIFICATIONS

Python for Data Science | Data Visualization with R | Machine Learning with Python | SQL and Relational Databases 101 | Predictive Modeling Fundamentals I