







Mushfin Pilakkal

Data Analyst

Contact

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Education

Postgraduation In Artificial Intelligence

Eduare Learning
2023 - 2024

Bachelor of Mathematics

Calicut University
2020 - 2023

Skills

- Data analysis and visualization: Advanced Excel, Power BI and Google Looker Studio.
- Programming: Python
- Libraries: Numpy, Pandas, Seaborn, Matplotlib.
- Data science: Machine learning, Natural language Processing, Image Processing
- Marketing tool: Google ads manager
- Soft skills: Time management, Adaptability, Communication

Language

- English
- Hindi
- Malayalam
- Tamil

Certifications

- Microsoft Office Specialist - Microsoft
- Data Science and Analyst - HP Life

About Me

Aspiring Data Analyst with expertise in Python for Data Analysis, Machine Learning, NLP, and Image Processing. Proficient in Excel, Power BI, and Google Looker Studio for data visualization and reporting. Experienced in analyzing marketing data using Google Ads Manager to generate actionable insights. Skilled in transforming raw data into meaningful insights to support strategic decision-making. Committed to continuous learning and staying updated with industry trends, and seeking opportunities for both technical and personal growth.

Experience

Data Analyst

Houdiny

2025 APRIL - JUNE

I worked as a Data Analyst at Houdiny in Al Khobar, Saudi Arabia, for 2 months, where I analyzed paid ads data, sales reports, and customer behavior reports. Using Excel and visualization tools, I developed interactive dashboards that provided actionable insights. My analysis helped the company improve sales performance and increase customer engagement. These insights also supported better decision-making in marketing and service strategies.

Projects

JAWAHR DOMESTIC SALES DASHBOARD (MS POWER BI)

- Developed an interactive Power BI dashboard for Jawahr's domestic sales, focusing on visualizing employee total working hours and customer interactions. rates.
- Enabled dynamic filtering using slicers to customize views for total reviews, customer count, and visit duration by month and day.
- Created insightful visual breakdowns of customer visit patterns, helping identify peak days and improve staffing decisions.
- Designed a customizable table to easily search and access customer records, enhancing usability and data retrieval efficiency.

JAWAHR PAID ADS DASHBOARD (GOOGLE LOOKER STUDIO)

- Connected and integrated real-time data from Google Ads Manager into a dashboard to track key ad performance metrics.
- Visualized trends in impressions, clicks, ROAS (Return on Ad Spend), purchases, and advertising costs for better campaign insights.
- Built a dynamic table to customize and filter data, enabling quick identification of high-performing cities and conversion rates.
- Empowered marketing decision-making by highlighting purchase patterns and optimizing location-based ad strategies.

HOUDINY CUSTOMER REPORT (MS EXCEL)

- Designed a comprehensive Excel report to track new and existing customers, offering insights into customer growth and retention.
- Visualized customer reviews, top-performing service teams, and best-selling products using interactive charts and summaries.
- Analyzed customer behavior patterns by identifying the best time, hour, and conditions for new customer acquisition.
- Enabled business performance evaluation by providing a clear overview of customer-related metrics to support strategic decisions.