

NAMAN AHUJA

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EDUCATION

Master of Arts (Economics), Specialization in Data Science & AI – Indira Gandhi National Open University (Expected 2025)

Bachelor of Arts (Economics), Honours – Delhi Technological University (2020 – 2023) | **CGPA: 8.54/10**

WORK EXPERIENCE

Media Buyer & Data Analyst – Adsidious Media (Apr 2025 – Present)

- Designed and executed controlled **A/B tests** on search arbitrage campaigns targeting the competitive **US market**, analyzing metrics (**CPC, CTR, CVR, ROAS**) to identify scalable patterns and **reduce cost** inefficiencies by **~15%** during testing phase.
- Documented test learnings, hypotheses, and funnel bottlenecks in weekly reports — supporting team alignment and data-driven pivots in a high-uncertainty geo (USA) with **complex arbitrage** dynamics.
- Launched and monitored **YouTube VSL** (Video Sales Letter) affiliate campaigns, tracking form-fill conversions and drop-off rates to optimize creative pacing, CTAs, and landing page alignment — currently iterating toward profitability.

Research Analyst Intern – Plumm Ads (Oct 2024 – Jan 2025)

- Managed **performance analytics** and optimization for **3** concurrent Google Ads accounts, overseeing total monthly budgets up to **AED 120,000**, with full ownership of campaign structure, bid strategy, and creative testing.
- Drove ROI from **20% → 90% in 3 months** on primary account through iterative analysis of performance metrics (**CPC, CTR, CVR, ROAS**), identifying waste, reallocating budget to top-performing segments, and pausing underperforming campaigns.
- Delivered consistent profitability across all 3 accounts:
 - Primary Account: ROI growth from **20% to 90%** in 3 months
 - Secondary Accounts: Sustained **20–40% ROI** through targeted optimizations and audience refinement.
- Conducted granular segmentation analysis by geography, device, and time-of-day to uncover hidden trends — e.g., mobile users after 8 PM converted 3x higher — leading to **20%** efficiency gains in key verticals.
- Produced weekly performance snapshots and actionable insights for team review, enabling faster budget reallocations and fostering a culture of metric-driven decision-making.

ACADEMIC PROJECTS

AirBnb Data Analysis - [Link](#) 🔗

- Built an end-to-end machine learning project analyzing **300+** London Airbnb listings to identify **key drivers** of annual revenue.
- Cleaned and preprocessed raw data: handled missing values, engineered binary features from text amenities, and log-transformed skewed revenue.
- Conducted exploratory data analysis (**EDA**) revealing Superhosts **earn 30% more revenue** on average than non-Superhosts.
- Trained a **Linear Regression model** to quantify feature impact — identifying average nightly rate and availability as top revenue drivers.
- Delivered actionable insights: “Increasing nightly rate by £10 leads to ~£X more annual revenue, all else equal.”

Personal Finance Manager - [Link](#) 🔗

- Engineered a **Python** - based system that efficiently manages **100+** financial transactions.
- Implemented JSON for data storage and **file handling**, optimizing **transaction management** processes and improving operational efficiency.
- Automated **financial reporting** to provide real-time insights into income, expenses, and savings, enhancing financial planning.
- Applied **Object-Oriented Programming** principles to calculate and summarize monthly savings, increasing accuracy in financial planning by **25%**.

Mathematical Analysis of Risk in Stocks

- Conducted in-depth analysis of **10** stocks across IT, automobile, banking, and pharmaceutical sectors using **Excel** and **statistical tools**.
- Calculated key **financial metrics** (returns, standard deviation, variance, correlation, beta values) to identify stocks with **20%** higher volatility and **15%** better returns than the market average.
- Developed a potential strategy to increase portfolio returns by **12%**, applying **beta-risk analysis** for optimization.

TECHNICAL SKILLS

- Programming & Databases:** Python, SQL (MySQL, SQL Server)
- Data Analysis & Visualization:** Statistics, Pandas, NumPy, Matplotlib, Seaborn, Plotly, Excel, Power BI, Tableau
- Machine Learning:** Logistic Regression, Decision Trees, Random Forest, Clustering (K-Means)
- Deep Learning:** Neural Network
- Other Tools:** Selenium, BeautifulSoup, SciPy

CERTIFICATES

- Data Analysis , Data science by **Ducat - The IT School**
- Excel Skills by **Jp Morgan & Chase**
- Data Analysis by **Google**