

Hamza Adhnan Shakir

Chennai, Tamil Nadu • +91 6382 791 353 • hamzashakir149@gmail.com • linkedin.com/in/hamzashakir

I'm a Data Analyst with a strong foundation in data cleaning, analysis, and visualization to support business decision-making. Experienced in building scalable reporting systems, implementing CRM workflows, and automating repetitive tasks for operational efficiency. Passionate about uncovering insights from data and driving process improvements across teams.

SKILLS

- **Data Analysis & Visualization:** Excel (VLOOKUP, XLOOKUP, Pivot Tables), SQL (Joins, Aggregations, CTEs), Python (Pandas, NumPy, Plotly, Matplotlib), Streamlit, Dashboarding, Data Cleaning & Transformation
- **CRM & Marketing Tools:** CRM Implementation & Management, Data Mapping, Campaign Tracking, Lead Scoring, Email Automation, A/B Testing, Lead Nurturing, Workflow Optimization
- **Marketing & Analytics:** Marketing Analytics, Customer Journey Analysis, Performance Metrics Reporting, Funnel Analysis, Segmentation, Outbound Campaign Strategy, Website Analytics

WORK EXPERIENCE

Business Data Analyst

Apr 2024 - Present

Cyber Heals

- Implemented and led the CRM system migration from scratch, streamlining the company's sales and marketing workflows for better data visibility and team collaboration
- Maintained high CRM data accuracy, enabling the sales team to focus on high-conversion leads and improving deal closure rates
- Created dashboards and reports to deliver actionable insights, driving informed business decisions across sales and marketing

Marketing Data Analyst

Apr 2024 - Present

Cyber Heals

- Designed and maintained data pipelines to capture and map high-value lead data, improving targeting and campaign personalization
- Executed A/B-tested outbound campaigns and lead nurturing strategies, increasing engagement and generating more qualified leads
- Built internal automation tools for repetitive tasks, significantly saving team time and boosting overall operational efficiency

PROJECTS

📁 Portfolio

View my [portfolio of analytics projects](#) leveraging Python, Excel and SQL

EDUCATION

Bachelor's in Computer Science Engineering

Anna University

Aug 2019 - May 2023