Haris Ullah Khan
Digital Data Consultant

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LinkedIn

Experienced and driven analytics team leader with a keen interest in Web Analytics and Data Analysis, along with other technical expertise and interpersonal skills needed for providing value to the organization and its clientele.

INDUSTRIAL EXPERIENCE

Data Consultant · Marketlytics
Aug 2019 - Present | Full-time • Karachi, Pakistan

- Analyze requirements, design measurement strategies for eCommerce, SaaS businesses and digital marketing agencies. Mostly worked with customer behavior and product data to analyze requirements, design measurement strategies. Performed detailed audits of the analytics and marketing setups, including User, Event, Session, Enhanced Ecommerce, and Marketing level data encompassing a variety of platforms.
- Conceptualize, strategize and implement DWH solutions using Google Cloud Platform resources to help business gain insights into customer behavior and product data.
- Construct ETL pipelines for data warehouse to capture customer/user behavior, marketing and product data from multiple platforms. Implemented end-to-end data pipelines for insight-driven organizations — ranging from internal backend systems, CRMs, Cloud Storages, Digital Analytics, Intent data, marketing platforms, and data enrichment tools.
- Construct custom attribution modelling with product and marketing data to help drive effective campaigns and conversions.
- Implement customized analytics solution to get brands up and running. Hands-on experience implementing tracking for Events, Conversions, Enhanced Ecommerce, and Marketing Pixels utilizing direct Measurement Protocols, API Webhooks, Tag Management Tools, and Mobile Measurement Platforms. Shifted numerous tracking setups to Server-Side to tackle the latest privacy constrictions worldwide, resulting in improved tracking accuracy in conjunction overall. Achieved 9.5+ match rates in Facebook CAPI, providing up to 200% more attributed conversions.
- Build meaningful reporting to help brands recognize KPIs using Google Data Studio, PowerBI, Tableau. Conducted data analysis to analyze and perform the result of A/B testing, user behavior, conversion rate, funnel performance and other important metrics including churn rate, retention rate. Provided detailed analysis reporting and insights for a variety of clients, including multiple names in Fortune500, exceeding $50 Billion in annual revenue. These analyses enabled the clients to make informed marketing decisions on a MoM & YoY basis, increasing the conversion rates by even 600%.
- Consultation and collaboration with product and marketing teams from Europe, USA, Canada, Australia and Asia. Collaborated with global team of project managers, data analyst, business analyst and data engineers.
- Project management and implementation support.

Analytics Consultant· DataScripts
Aug 2020 - Present | Part-Time Contractor • Karachi, Pakistan

- Consultation and recommendations to online businesses to reach automated and scalable digital analytics systems. Helped numerous clients build out-of-the-box custom solutions that fit perfectly in their business and technical needs.
- Streamlining analytics implementation workflow for Digital Marketing agencies to reach seamless collaboration with the marketing team having almost no communication in 80% of the marketing conversion tracking projects.

EDUCATION

Intermediate in Computer Science
Superior College, Karachi.
2013-2015

Bachelor of Science – Computer Science
Sindh Madressatul Islam University, Pakistan.
2016-2022

SKILLS

Analytics
- Google Analytics (UA/GA4)
- Amplitude
- Mixpanel

Tag Management
- Google Tag Manager (Web,Server,iOS,Android,AMP)

Marketing
- SEM (Google/Bing)
- Social (Facebook,TikTok,etc.)
- Affiliate (Impact,CJAffiliate,etc.)
- Email (Klaviyo,MailChimp, etc.)

Mobile Measurement Platform
- AppsFlyer
- Adjust
- Branch

A/B Testing Tools
- Google Optimize
- VWO
- HubSpot

Languages
- Javascript + JQuery
- SQL
- Python

Integrations/Automations
- Segment
- Zapier
- Webhooks
- Super Metrics
- Stitch
- Funnel.io
- Google App Script

Visualization
- Google Data Studio
- PowerBI
- Tableau
- Figma (Wireframing / Mockups)

Cloud/Warehouse Services
- Google Cloud Storage
- Google Cloud Functions
- Google Firestore
- AWS Lambda
- Google Big Query
- Azure Databricks
- DBT