

Data and Marketing Analytics

Overview

- Role: Data and Marketing Analyst
- Focus: Supporting marketing decisions through data analysis, reporting automation, and documentation.
- Environment: Fast-paced, collaborative e-commerce setting with frequent campaign and pricing changes.

Core Work

- Built unified datasets by integrating Google Ads, GA4, sales, and inventory data using SQL, Python, and BigQuery.
- Conducted statistical analysis on pricing experiments, customer journeys, and campaign performance.
- Created dashboards in Looker Studio and Tableau to track website funnels, promotional impact, and ROAS trends.
- Automated competitor pricing analysis in Python with Selenium, supporting seasonal pricing strategies.

Tools and Methods

- **Python:** Automation, data cleaning, and web scraping (Selenium, SQLAlchemy).
- **SQL and BigQuery:** Data extraction, joins, and query optimisation for marketing analytics.
- **GA4:** Custom event tracking to capture user behaviour and conversion pathways.
- **Tableau & Looker Studio:** Visualisation and performance monitoring dashboards.
- **Excel:** Ad-hoc reporting and quick analysis using formulas, report templates and automation.

Documentation and Collaboration

- Wrote clear documentation, methodology notes, and helpful guides to support knowledge sharing.
- Improved transparency and consistency through structured project tracking and process notes.

Initiatives and Impact

- Proposed and initiated new reporting processes.
- Reduced manual effort through automation and dataset integration.
- Gained strong experience in applied marketing analytics and working with multiple data systems.

Reflection

- The role provided broad exposure to marketing analytics, data integration, and automation.
- Developed confidence working across data, analytics, and digital marketing tools.
- Strengthened communication and problem-solving skills through collaboration and documentation.