

Project Report: Data-Driven Marketing & Analysis at HCLSoftware

This project report highlights my role and contributions while working on HCLSoftware's digital presence. Although my position was within the digital marketing domain, my responsibilities involved deep data-driven analysis, which align closely with the skills of a Data Analyst. The following points summarize the analytical initiatives and insights I worked on during the project.

Key Contributions & Data Analysis Focus:

- Leveraged Google Analytics and HCL Digital Analytics dashboards to track SEO KPIs such as organic traffic, CTR, bounce rate, and keyword performance.
- Conducted keyword and competitor analysis using analytics data to inform content strategy and on-page optimization efforts.
- Created automated Excel dashboards and reports showing weekly and monthly performance trends, including top-performing search queries and revenue attribution from organic traffic.
- Collaborated with development teams to improve site structure, search features, and website performance based on data insights from analytics dashboards.
- Analyzed product search behavior using analytics dashboards (e.g., HCL Commerce's Search Analytics module) to identify user intent and optimize internal search KPIs.
- Generated regular reports and visualizations to present insights on organic search trends, customer behavior, and campaign ROI to senior stakeholders.

This project reflects my ability to bridge digital marketing and data analytics, demonstrating how I consistently used data to drive decision-making, optimize performance, and generate actionable insights. These contributions form a strong foundation for my transition into a dedicated Data Analyst role.