

MD RIZWAN TAGALA

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SUMMARY

I am a dedicated professional with 2+ years of experience as a Data Analyst and 3 years as a Digital Marketing Specialist. My expertise includes **Power BI, Excel, SQL, Tableau, and Python** for data analysis and Data Visualization, along with **WordPress, SEO, Content Writing, HTML5, and CSS3** for digital marketing. I am also proficient in **Google Analytics**, with strong advertising skills in **Google Ads** and **Meta Ads**. My diverse skill set enables me to seamlessly bridge the gap between marketing strategies and technological solutions, driving impactful results.

WORK EXPERIENCE

Data Analyst, AZSM Enterprises Pvt Ltd.

Oct'22 - Present

- Created visual dashboards using tools like Power BI to provide real-time insights into supply chain performance.
- Designed and implemented SQL queries and stored procedures to monitor inventory levels, track order statuses, and identify bottlenecks in the production process.
- Conducted regular performance evaluations using SQL to ensure accuracy and make dynamic Power BI Reports to present to the stakeholders.

Digital Marketing Specialist, Concilio IT

June'19 – Sep'22

- Analyzed and optimized digital marketing campaigns using Google Analytics, Google Ads, and Meta Ads, improving ROI and conversion rates through data-driven insights.
- Developed audience segmentation strategies and utilized A/B testing to refine targeting and boost engagement across SEO, SEM, and paid social channels.
- Built and maintained real-time dashboards in Power BI and Tableau, providing actionable insights into campaign performance for cross-functional teams.
- Implemented attribution models and conversion tracking, enabling a comprehensive view of customer journeys and enhancing budget allocation.

Digital Marketer & Freelancer, Old & New Tagala Enterprises

Mar'18 – April'19

- Managed and optimized digital marketing campaigns across platforms, leveraging SEO, SEM, and social media to increase brand visibility and engagement.
- Conducted regular performance analysis using Google Analytics and Google Ads, identifying trends and optimizing campaigns for improved ROI.

SKILLS

Power BI, SQL, Microsoft Excel, Python, Data Analysis & Visualization, FE & EDA, Tableau, WordPress, SEO, SEM, Content Writing, Google & Meta Ads, and Google Analytics.

PROJECT'S

Project Title 1- Exploratory Data Analysis with Python on Hotel Booking Analysis:

- Performed exploratory data analysis on hotel booking data from Kaggle using Python, delivering valuable market research insights and supporting data-driven decision-making.

Project Title 2- Bike Sharing Demand Prediction:

- Designed and implemented a machine learning regression model to predict bike-sharing demand using multiple algorithms, enhancing demand forecasting accuracy and optimizing resource allocation.

Project Title 3-Bank Marketing Effectiveness Prediction:

- Developed machine learning models to predict client subscriptions to term deposits, leveraging algorithms such as Logistic Regression, Decision Trees, Random Forest Classifier, K-Nearest Neighbors Classifier, and Naive Bayes. This initiative significantly improved marketing effectiveness and audience targeting.

CERTIFICATION'S

1. Data Analyst BootCamp.
2. Microsoft Excel: Data Analysis with Excel Pivot Tables.
3. PwC Switzerland – Power BI Job Simulation.
4. JPMorgan Chase & Co. – Excel Skills Job Simulation.

EDUCATION

B.E in Computer Science & Engineering, BIT MESRA RANCHI – 834001, JH

2013 – 2017

PERSONAL DETAILS:

DOB: 08 Jan 1994

Languages: English, Hindi

Passport No: MO391166