

Adnan Elahi

✉ elahi.4@wright.edu 📞 (727) 598-4997 📍 Dayton, OH, USA [in /MrAdnanElahi](#) 🌐 [adnanelahi.com/portfolio](#)

Seeking an internship as a **Data Analyst** to leverage my analytical, critical thinking, and communication skills in a dynamic and goal-driven setting. Eager to contribute to data-driven decision-making processes and gain practical experience in a professional environment. Available to start from May 1, 2024.

🎓 Education

MS in Business Analytics,

Wright State University
2024 | Dayton, Ohio, USA

CGPA: 4.00

Relevant Coursework: Data Analysis and Visualization, Statistical Methods, Database Management, Data Mining, Business Intelligence.

BBA in Finance, North South University

2021 | Dhaka, Bangladesh

🧠 Skills

Data Analysis (Excel (DAX), SQL, R, Python)

Data Visualization (Tableau, PowerBI, R, Python)

Statistical Analysis (Descriptive Statistics, Confidence Interval, Hypothesis Testing)

Database Management (PostgreSQL, OracleSQL)

Web Analytics (GA4, GTM, Looker Studio)

MS Office Suite (Excel, Word, PowerPoint)

📄 Certifications

Google Data Analytics (On Going)

By Google, Coursera

Professional Digital Marketing

By Creative IT

Professional Excel Expert

By 10 Minute School

🏆 Awards

Emerging Marketing Leaders Scholarship,

EML, RSCOB - Wright State University

Graduate Merit Scholarship,

UCIE - Wright State University

🌐 Languages

English • Bengali • Hindi/Urdu

🎯 Interests

Reading • Traveling • Playing Guitar

📁 Work Experience

Digital Marketing Assistant, Marketing Dept. - Wright State University

October 2023 – present | Ohio, USA

- Analyzing data, and applying metrics to assess advertising strategy effectiveness.
- Focusing on ad messaging, AI-driven ad management, image ads, and language preferences.
- Providing detailed support for research in advertising strategies and management.

SEO Specialist And Mentor, Creative IT Institute

April 2021 – November 2022 | Dhaka, Bangladesh

- Conducted SEO audits, and optimized keywords, achieving a 55%-110% organic traffic increase.
- Increased affiliate website traffic by 120% via On-page and Off-page optimization.
- Led team in enhancing website elements, reducing load times, and securing first-page Google ranking.
- Mentored 50+ students, providing valuable SEO guidance.

Social Media Marketing Specialist, The Turtles Turn

February 2020 – March 2021 | Dhaka, Bangladesh

- Developed marketing plans with thorough analysis, achieving 15% higher business goals.
- Led ad campaigns for 25% more engagement and 30% higher conversions.

📁 Projects

Maven Airlines Customer Satisfaction Analysis, Wright State University

- Conducted Likert analysis on 14 rating factors, revealing NPS for each from a dataset of 129,000 records.
- Used Tableau for correlation analysis, prioritizing improvement areas based on the relationship between average rating and overall satisfaction.
- Employed decision tree modeling in RapidMiner to predict satisfaction rates, providing actionable insights for Maven Airlines' strategy.

Customer Engagement Analysis in Excel, 365 Data Science

- Evaluated new 2022 website features' impact on student engagement.
- Analyzed data, considering factors like subscription types and regional differences, using statistical techniques.
- Delivered insights on engagement levels, identified Q4 2021-Q4 2022 differences, and provided valuable data-driven recommendations for engagement strategies.

🧩 Volunteer Experience

General Secretary, Analytics Club, Wright State University

General Member, Bangladesh Student Association
Wright State University