



ADNAN ABED

DATA ANALYST • BUSINESS INTELLIGENCE • MARKETING ANALYTICS

PhD-qualified analyst translating complex data into clear business decisions.

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PORTFOLIO

adnan-abed.com

LinkedIn projects

github.com/adnanabed

CORE SKILLS

Analytics & BI

- SQL, Python, Excel
- Tableau
- KPI development
- Dashboard design

Marketing Analytics

- Google Analytics 4
- Google Tag Manager
- Campaign analysis
- Customer insights

Business & Research

- Stakeholder management
- Quantitative research
- Process improvement
- Presenting insights

LANGUAGES

Arabic — Native

English — Professional

Polish — Intermediate

EDUCATION

PhD, Economic Sciences

University of Warsaw,
Warsaw, Poland • 2018

Postgraduate diploma, Project Management

Maastricht School of management,
Maastricht, Netherlands, 2011

MBA, Net-Economy

Université de Picardie Jules Verne,
Amiens, France • 2009

BSc, Mechanical Engineering

Al-Jami'at Al-Mustansiriyah,
Bagdad, Iraq • 2005

PROFILE

PhD-qualified Data Analyst with 10+ years of experience turning complex datasets into actionable insights across marketing, education, corporate business, and compliance environments.

Permanently based in Poland with full work authorization, bringing over 13 years of professional and academic experience in Poland alongside 2 years of international experience in the Netherlands. Skilled in SQL, Python, Tableau, advanced Excel, KPI development, and stakeholder management, with a strong track record of leading applied business research and communicating complex data-backed findings to both technical and executive audiences.

EXPERIENCE

Quality Data Analyst | TELUS Digital AI Poland Sep 2024 – May 2026

- **Supported TikTok** by analyzing Arabic-language video content within a quality and compliance team, identifying recurring annotation trends, policy inconsistencies, and edge cases to support clearer and more consistent review decisions.
- **Worked against daily performance targets of at least 95% accuracy** on accepted cases, a minimum of 600 reviewed cases, and at least 72% time utilization, balancing quality, throughput, and productivity.
- **Built KPI dashboards and recurring reports tracking accuracy**, case volume, utilization, and quality trends, giving operations clearer visibility into performance gaps and translating findings into actionable recommendations for process improvement.

Instructor/Supervisor | Hanze University of Applied Sciences Sep 2021 – Aug 2023

- **Supervised 30+ digital innovation** and product-development projects per academic year, helping cross-functional student teams progress systematically from initial problem framing and primary research to actionable, evidence-based strategy recommendations.
- **Delivered Marketing Analytics courses to 200+ international students** annually, bridging statistical methods, data visualization, and campaign analytics with real-world business and performance marketing decision-making.
- **Guided applied research and client project work** targeting real business challenges for medium-sized tech companies across the Northern Netherlands and neighboring border regions in Germany, training students to translate complex analytical findings into clear, data-backed insights for non-technical executive stakeholders.
- **Facilitated interactive case study discussions** based on foundational marketing frameworks, including Philip Kotler's Principles of Marketing and Roger Kerin's Marketing, coaching students to critique strategic scenarios, apply core concepts to live market problems, and defend their conclusions in professional, executive-style debates.

Campaign Performance Strategist | G Partner (Google Ads Project) Jan 2019 – Sep 2021

- **Served as a Google representative for low-budget Google Ads accounts** in the MENA region, conducting daily high-volume online consultations for 20+ client profiles to optimize Search, Display, and Video campaigns.
- **Analyzed performance gaps and executed targeted account optimizations** across bidding strategies, audience targeting, and budget allocation, successfully driving a 20–30% quarterly increase in ad spend across assigned account portfolios.
- **Advised account owners on performance marketing strategies** using data-backed insights, increasing clients' Return on Ad Spend (ROAS) and maximizing campaign budget efficiency through structured virtual strategy sessions.
- **Translated complex campaign performance metrics into actionable strategic advice**, converting performance data into clear, high-converting growth plans for non-technical account owners.

AML Data Analyst | Citibank Europe PLC Aug 2016 – Feb 2019

- **Investigated suspicious money-laundering activities across MENA region** account profiles, executing end-to-end risk assessments and maintaining a daily target of up to 10 compliance case reviews.
- **Analyzed client profiles, historical transaction data, and compliance patterns** to detect financial anomalies, liaising directly with local branch Public Relations representatives to verify case details and mitigate risk.
- **Built dynamic Excel models using pivot tables and pivot charts** to consolidate complex transactional data, track risk metrics, and improve operational visibility for decision-makers.
- **Synthesized complex compliance findings into clear executive briefings** and PowerPoint presentations, delivering structured visual summaries that drove consistent, data-backed risk management decisions.

PROFESSIONAL FOCUS

- Marketing analytics
- Business intelligence
- Customer analytics
- Data storytelling
- Applied AI & research

HOBBIES

- Running
- Volleyball
- Playing Guitar
- Audio & Video creation

AUTHORIZATION

Authorized to work and legally residing in Poland.

SELECTED MARKETING ANALYTICS PROJECTS

Airline Route Profitability & Demand Analysis

Analyzed 5,000 flight records across 10 international routes to investigate passenger-demand drivers, ticket-price sensitivity, and the measurable effect of marketing investment.

Campaign Performance Analysis

Evaluated approximately 200,000 campaign records over two years, focusing on CTR, conversion efficiency, and ROI to identify opportunities for stronger marketing effectiveness and budget allocation.

E-commerce Conversion Funnel & Marketing Channel Analysis

Built a session-level conversion funnel in SQL and visualized it in Tableau to identify customer-journey drop-offs, channel-performance differences, and opportunities to improve conversion and marketing spend.

RFM Customer Segmentation

Applied RFM analysis and K-Means clustering to roughly 540,000 online-retail transactions, identifying three customer segments to support retention, targeting, and revenue-growth strategies.

Sales Performance Dashboard & Business Insights

Developed an interactive dashboard covering time, products, regions, and customers; cleaned and explored the data to identify trends, seasonality, revenue drivers, and actionable business insights.

AI-Powered Multi-Agent Marketing Analytics System

Developing a multi-agent system using CrewAI, Python/Pandas, Ollama, and Llama 3.1 to automate marketing campaign analysis and decision support. The system combines deterministic KPI analysis and anomaly detection with specialized AI agents for data interpretation, marketing strategy, and executive reporting.

SELECTED CERTIFICATIONS

- Google Advanced Data Analytics Specialization – Google (2023)
- Google AI for Research and Insights – Google (2026)
- AI Data Analysis – Google (2021)
- Data Analysis with Python – Google (2021)
- IBM Data Analyst Specialization – IBM (2021)
- Fundamental of Quantitative Modeling – University of Pennsylvania (2021)
- Google Ads Measurement Certificate – Google (2021)
- Google Ads Search Certification – Google (2021)
- Google Ads Display Certification – Google (2021)
- Shopping Ads Certification – Google (2021)

Full credential list available on LinkedIn.