

AWESH KHAN

DATA ANALYTICS • BUSINESS INTELLIGENCE • DIGITAL MARKETING

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PROFESSIONAL PROFILE

Career-focused MSc Business Intelligence and Digital Marketing candidate with practical strengths in data analysis, business reporting, customer insight and integrated marketing. Advanced user of Microsoft Excel and the wider Microsoft Office suite, with working knowledge of Power BI, SQL, SPSS, website development, organic and paid promotion, customer retention and performance measurement. Combines analytical thinking with client-facing project delivery, event leadership and cross-cultural communication.

CORE SKILLS

- Advanced Excel & Microsoft Office
- SPSS & quantitative research
- Customer retention strategy
- Market and competitor research
- Power BI & dashboard reporting
- Digital marketing strategy
- Social media analytics
- Client and stakeholder relations
- SQL & structured data analysis
- Organic & paid promotion
- Website creation & content management
- Event planning and operations

EDUCATION

MSc Business Intelligence and Digital Marketing | Brunel University London | Expected Sep 2026

- Current research: customer experience and consumer decision-making in the UK retail sector, supported by survey design, social media analytics and quantitative analysis.

BBA International Business — Distinction | Amity University, Noida, India | 2022–2025

- Completed extensive university projects and dissertation work across international business, marketing, management and research.

SELECTED PROFESSIONAL & PROJECT EXPERIENCE

Project, Client Relations & Digital Marketing | Design Tech Group / Design Tech Creation

- Supported office and facility projects from client requirements and design coordination through site delivery, helping align stakeholders, vendors and execution teams.
- Contributed to website and digital content development, project presentation, brand visibility and organic/paid marketing activity for business growth in India and international markets.
- Applied research, reporting and customer-focused communication to improve project delivery and client relationships.

Store Colleague | Home Bargains, London | 2026–Present

- Deliver customer service across tills and shop-floor operations in a high-volume UK retail environment, supporting stock presentation, teamwork and closing procedures.

Interior Design Intern | Galaxy Interiors, New Delhi | May–Jul 2024

- Supported client and vendor coordination, space planning, material selection, presentations and site execution.

Furnishings Intern | Kashish Furnishing, New Delhi | Jan–Jul 2025

- Worked with sales and product teams on project delivery, design recommendations and market research.

SELECTED RESEARCH & PROJECTS

UK Retail Customer Experience Research | Current MSc Dissertation

- Investigating the influence of social media analytics, targeted promotion and customer experience on consumer purchase decisions in the UK retail sector.
- Developing primary survey research and applying quantitative analysis using Excel/SPSS, supported by secondary market and industry evidence.

Business Intelligence & Marketing Projects | Brunel University London

- Completed applied university work involving data preparation, performance analysis, dashboards, customer insight, digital strategy and evidence-led recommendations.

Website & Business Growth Projects | Design Tech Group

- Contributed to websites, digital campaigns, client presentations and business development material supporting interior and facilities projects across India and emerging international markets.

LEADERSHIP & EVENT MANAGEMENT

Student President & Asian Community Ambassador | University of London Federation | 2026

- Represented student concerns across the federation, including accommodation-fee support, maintenance escalation, campus improvement and student engagement.
- Supported academic, cultural, sporting and graduation events across Brunel University London, Queen Mary University of London and the wider federation.
- Contributed to campus and canal clean-up activity and helped improve access to student support and university services.

Lead Event Organiser | INBUSH ERA, Amity University | 2022 & 2023

- Handled end-to-end event operations, including scheduling, logistics, security coordination, guest support, participant management and on-ground delivery.

RECOGNITION & CERTIFICATIONS

- Amity Alumni Achiever Award and Alumni Champions recognition — Global Synergy 2026, London.
- INBUSH expert/organiser, event security and management certificates.
- Student Ambassador and student leadership recognition certificates.
- Professional exposure to senior academic and business leaders, including Lord Karan Bilimoria, Prof. Gurinder Singh, Dr Atul Chauhan, Yahya Khan and Ayyub Khan.

LANGUAGES & ADDITIONAL INFORMATION

Languages: English and Hindi (fluent) | Work style: analytical, collaborative, adaptable and delivery-focused