

# Abdullah Ilahi

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## Introduction

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My passion for business, combined with hands-on experience in various industries, has equipped me with a strong analytical mindset and problem-solving skills. I am eager to leverage my expertise in business and data-driven decision-making to contribute effectively to dynamic industries.

## Education

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Help University, BSc in Business Analytics	March 2022 – Dec 2025
Tunku Abdul Rahman University College, Foundation in IT	September 2021 – Jan 2022

## Experience

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Digital Marketing Consultants - Freelance	June 2023 – Current
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- **Website Development & Optimization** – Designed, developed, and optimized websites for multiple businesses, ensuring a strong online presence and user-friendly experience.
- **Social Media Management & Content Creation** – Set up and managed Instagram pages, created engaging content, and implemented growth strategies to enhance brand visibility.
- **Strategic Digital Marketing** – Assisted companies in establishing their digital footprint through tailored marketing strategies, improving engagement and customer acquisition.

Finopeous Packaging Industries Sdn Bhd, Intern – Selangor, Malaysia	May 2025 – Aug 2025
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- **Sales Support & Client Engagement** – Assisted in securing 9 successful deals, resulting in **780 units** sold and generating **RM33,109** in sales revenue, while actively participating in client meetings and presentations.
- **3D Product Development** – Designed and developed a plastic pallet simulator using HTML, CSS, and JavaScript to improve client product visualization.
- **Marketing & Content Creation** – Produced promotional videos for Meta advertisements, contributing to enhanced product awareness and customer reach.

## Certifications

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Database Programming with SQL - Oracle Academy	14 November 2022
Database Design - Oracle Academy	15 October 2022
Entrepreneurship Development Program (EDP)- MSME	31 January 2022
Artificial Intelligence Fundamentals - IBM SkillBuild	21 March 2025

## Projects

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F1-2022-season-analysis	F1-2022-season-analysis
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- Designed and built an interactive Power BI dashboard to visualize the 2022 Formula 1 season, showcasing driver standings, team performance, race results, and point trends.
- Integrated dynamic visuals like line charts, tables, and filters to enable comparative analysis across races, teams, and drivers for enhanced storytelling and user interactivity.
- Tools Used: Power BI, Excel, Kaggle

Marketing Analysis	Marketing analysis
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- Developed a comprehensive Power BI marketing analytics dashboard to track key performance indicators such as advertising spend, customer engagement, website visits, and campaign results.
- Designed segmented reports for in-depth analysis of user behavior, conversion trends, and campaign

effectiveness across demographics and platforms.

- Data-driven decision-making enabled to refine targeting, optimize ad spend, and improve customer retention strategies.
- Tools used: Power BI, Excel

### **LRT & MRT Ridership Analysis**

LRT MRT Ridership Analysis

- Developed an interactive Power BI dashboard to analyze and visualize ridership trends for rail services (LRT Kelana Jaya and MRT Kajang) during the 2022 season from gov.my website data.
- Integrated scatter plots, area charts, and donut charts to display monthly growth, annual distribution, and predictive forecasts.
- Enable data-driven decision making for operations and marketing through actionable insights and strategic recommendations.
- Tools used: Power BI, Excel

### **Marketing Performance Analysis**

Performance analysis

- The Marketing Performance Insights Dashboard, built using Power BI, offers a detailed analysis of ad spend, customer engagement, website traffic, and campaign performance.
- It helps businesses make data-driven decisions by highlighting user behavior, demographic engagement trends, and campaign effectiveness across channels. By examining factors like social shares, loyalty points, and previous purchases
- Tools used: Power BI, Excel

### **Annual Sales Analysis**

Annual Sales Analysis

- Incorporated maps, bar charts, line graphs, and pie charts to present metrics such as sales trends, regional performance, sub-category contributions, and customer segment distribution.
- Highlighted key insights like top-performing products (e.g., Phones and Chairs), regional sales contributions, and profit margins to support strategic planning.
- Enabled data-driven decision-making for sales optimization and marketing strategies through actionable insights and visual storytelling.
- Tools used: Power BI, Excel

## **Technical Skills**

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**Languages:** Python, SQL, DAX

**Framework:** WordPress, HTML/CSS

**Analytical Tools:** Powerbi, Eviews, SAS, SPSS, MS Excel

**Others:** MS Word, MS Powerpoint, Google Sheets, Google Docs, Canva

## **Others:**

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**Languages:** English, Hindi, Malay

**Soft Skills:** Communication Skills, Interpersonal Skills, Adaptability, Time Management, Resilience  
Problem-Solving and Leadership & Teamwork