

Pravin Durgani

DIGITAL ANALYTICS MANAGER & ENGINEER

London, UK | +44 7587 465685 | pdurgani6@gmail.com | linkedin.com/in/pravindurgani | github.com/pravindurgani

PROFILE

Digital Analytics Manager & Engineer with 5+ years building AI-augmented data infrastructure. Specialist in automating marketing workflows using **Python, Streamlit, and LLMs (Gemini/Ollama)**. Proven track record of reducing reporting time by 95% and deploying production-grade scraping pipelines at World Gaming. Background in social media analytics at scale (£1M+ ad budgets, enterprise clients including Deutsche Bank, HSBC, M&S), with a strong foundation in data science (MSc, University of Nottingham).

TECHNICAL SKILLS

AI & LLM Ops: Google Gemini API, Anthropic Claude API, Ollama, spaCy NER, LLM Pipeline Design, scikit-learn

Data & Code: Python, SQL, pandas, NumPy, Streamlit, Playwright, SQLite, openpyxl

Analytics & BI: Power BI, Google Analytics 4, Tableau, Plotly, Chart.js

Marketing & CRM: Microsoft Dynamics 365, LinkedIn Ads, Google Ads, Meta Ads

Infrastructure: Git, CI/CD, GitHub Actions, pytest, Pydantic, YAML

Data Privacy & Security: Local AI Deployment (Ollama), GDPR-compliant Data Governance, Compliance-first Scraping

EXPERIENCE

World Gaming (formerly Clarion Gaming, under Clarion Events)

London, UK

Digital Analytics Manager

Dec 2024 – Present

- Provide reporting and data services to commercial, marketing, and CS stakeholders, driving self-service analytics adoption and coordinating with cross-functional teams
- Designed and deployed a **competitive intelligence dashboard** (Streamlit, spaCy NER, Google Gemini) scraping 17 iGaming news sources daily via CI/CD — now used by the editorial team for content planning
- Built an **affiliate jobs pipeline**: async scraping of 76+ career pages via 13 specialised extractors, LLM-based sector classification, and a Streamlit enrichment app — reducing monthly processing from hours to minutes
- Created an **automated report generator** converting Excel data into branded HTML/PDF reports with local LLM insights (Ollama) — cutting report turnaround from 4+ hours to ~5 minutes. Privacy-first: no client data leaves the machine
- Developed a **domain categorisation system** using Gemini to classify thousands of company domains — reducing manual effort by ~95%
- Manage GDPR-compliant audience segmentation and data governance within **Microsoft Dynamics 365**, maintaining the master customer record and guiding the team on CRM best practices
- Lead A/B testing initiatives and built a multi-source **analytics benchmark pipeline** merging GA4, LinkedIn, and newsletter data across 12 industry segments with AI-generated performance ratings

Radancy

London, UK · 3 yrs 3 mos

Interim Social Media Lead — stepped up during leadership transition

Aug 2024 – Nov 2024

- Owned the social media function end-to-end, managing campaign strategy, team coordination, and client delivery for enterprise recruitment accounts across LinkedIn, Meta, and programmatic channels

Social Analytics Manager

Oct 2022 – Jul 2024

- Led AdOps team executing social and display campaigns; managed targeted advertising and audience segmentation across a combined ad budget exceeding **£1M**

- Built automated campaign tracker using Google Apps Script, increasing management efficiency by 50–60%
- Managed campaigns for **Primark, M&S, Deutsche Bank, HSBC, Arm, GSK, JLL, Barclays, BAT**, and Imperial Brands

Social Media Analyst

Sep 2021 – Sep 2022

- Improved campaign effectiveness by 25% through precise audience targeting; developed automated internal databases and analytical tools that directly improved data handling accuracy

Infosys Limited

Pune, India

Testing Executive

Jun 2018 – Oct 2019

- Performed data validation and analysis using SQL and visualisation tools for a Big Four accounting firm engagement
- Developed test plans, scripts, and use cases that improved testing methodologies and project outcomes

KEY PROJECTS

iGaming Competitive Intelligence Dashboard

[Streamlit](#) | [spaCy](#) | [Google Gemini](#) | [CI/CD \(GitHub Actions\)](#) | [459 tests](#)

Automated daily news aggregation from 17 sources with NER-based entity extraction and AI-driven content gap analysis. Deployed on Streamlit Cloud. Reduced Gemini API costs by 85% through pre-aggregation.

Affiliate Jobs Pipeline

[Playwright](#) | [httpx \(async\)](#) | [Ollama](#) | [Gemini](#) | [Claude](#) | [SQLite](#) | [169+ tests](#)

End-to-end system: compliance-first scraping of 76+ career pages with 13 extractors, LLM-based job classification across three AI providers, and a Streamlit enrichment app exporting to Power BI.

Automated Report Generator

[Streamlit](#) | [Ollama \(deepseek-r1, qwen2.5\)](#) | [Chart.js](#) | [Playwright PDF](#)

Excel-to-HTML/PDF converter with hybrid LLM insight generation. Auto-detects section types, generates charts, and exports branded reports. Privacy-first: all processing runs on local LLMs — no client data leaves the machine.

Industry Voices Benchmark Pipeline

[Python](#) | [pandas](#) | [Google Gemini](#) | [openpyxl](#)

Multi-phase analytics merging GA4, LinkedIn Ads, and newsletter data. AI-generated performance ratings across 12 industry segments with colour-coded styled Excel output.

EDUCATION

MSc Data Science (Merit)

Sep 2020 – Sep 2021

University of Nottingham, UK

Machine Learning, Time Series & Forecasting, Data Modelling, Multivariate Statistics

BSc Computer Science (70.87%)

JuL 2015 – May 2018

Savitribai Phule Pune University, India

Data Structures, RDBMS, Statistical Methods, Programming in C & Java

CERTIFICATIONS

Google Analytics 4 · Google Ads Search · Google Cloud Big Data & Machine Learning Fundamentals · LinkedIn Marketing Solutions Fundamentals · LinkedIn Marketing Strategy

LANGUAGES

English (Professional) · Hindi (Native) · Sindhi (Native)