Nabeel Shabeer P

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SUMMARY

Dynamic and results-driven Senior OTA Analyst with 2.5 years of experience in optimizing online travel agency (OTA) onboarding, Optimization, analyzing market trends, and enhancing customer experience. Proven expertise in data analysis, performance reporting, and supporting revenue growth initiatives. Passionate about working in an operations and revenue environment to enhance business efficiency and profitability.

SKILLS

Core Skills: Experience with onboarding, managing revenue and optimizing pricing, Proficient in analyzing data and generating performance reports, Skilled in researching market trends and identifying opportunities, experienced in improving customer service and satisfaction, Knowledgeable in setting and adjusting pricing strategies, Able to streamline operations for better efficiency

Soft Skills: Communication, Leadership, Decision making, Customer Focus

CERTIFICATIONS

Google My Business   Sep 2024
Udemy

- **Optimized Google My Business profiles** to improve local search visibility, increasing customer interactions and contributing to improved business performance.

- Analyzed **Google My Business** insights to identify trends, customer behavior, and opportunities for revenue growth, supporting decision-making and strategic initiatives.

- Used **Google My Business analytics** to generate reports on customer trends and interactions, aiding in the development of targeted strategies for revenue generation and operational improvements.

- Managed and updated **Google My Business listings**, ensuring consistent, accurate, and timely information across platforms to enhance customer experience.

Airbnb   Mar 2024
Udemy

- Mastered Airbnb's **dynamic pricing models** and tools, applying industry best practices to maximize revenue potential for properties and improve booking rates.

- Developed expertise in **data-driven decision-making** using Airbnb analytics and performance metrics to identify opportunities for revenue growth and operational improvements.

- Gained experience in **pricing strategy optimization**, using Airbnb's pricing recommendations to adjust nightly rates based on demand, seasonality, and market conditions.

- Applied knowledge of **Airbnb platform tools** to track property performance, evaluate key metrics (occupancy rate, average daily rate), and improve business outcomes.

- Learned to **optimize Airbnb listings** by implementing effective strategies for attracting guests, improving online visibility, and enhancing property descriptions and photos.

EXPERIENCE

Senior OTA Analyst   Aug 2023–Present
Voye Homes   *Calicut, Kerala, India*

- Analyzed digital campaign performance and customer trends, optimizing targeting to improve online bookings and engagement.

- Enhanced dynamic pricing by analyzing demand and competitor trends, increasing average daily rates (ADR) and overall revenue.

- Conducted market research on industry trends and customer preferences, driving growth in bookings in targeted regions.

- Created customer segmentation strategies using behavioral data, enhancing retention and satisfaction.

- Helped to increase revenue by 25% in OTA platforms.

INTERNSHIP

• Alhind Academy - 2022

Supported the team in ticketing operations. Gained hands-on experience in managing customer inquiries, troubleshooting issues, and ensuring smooth ticketing processes.

EDUCATION

Pondicherry University   Tamil Nadu, Pondicherry, India
MBA in Travel and Tourism   *2021 – 2023*

University of Calicut   Kerala, Calicut, India
Bachelor of Commerce (Computer Application)   *2018 - 2021*

LANGUAGES

English   *Fluent*

Malayalam   *Native*

Tamil   *Fluent*