Las Khezri

Digital Analytics Specialist · Graduating May 2026

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PROFILE

I'm Las Khezri, born and raised in Borås. I'm currently finishing my education at Yrkeshögskolan Borås and wrapping up an internship at Conversionista, one of Sweden's leading CRO agencies. Over the years I've worked a lot of different jobs and that's given me a pretty clear picture of what I actually want to do. What drives me is understanding **why people behave the way they do online** and how that knowledge can be turned into something that makes a real difference. I learn fast, I care about doing things properly, and I'm looking for a role where I can keep growing. Available from May 2026.

EXPERIENCE

CRO Intern — CONVERSIONISTA!

Feb – May 2026

Conversionista!

This wasn't an internship where you make coffee and sit in the corner. I worked directly on real client projects with actual e-commerce and lead-gen sites, real data, and recommendations that had to hold up in front of client stakeholders. That's the environment I thrive in.

Heuristic analysis: applied Nielsen's heuristics and conversion frameworks to live client sites
Web psychology: social proof, cognitive load, loss aversion, anchoring, 7 Levels of Conversion
Quantitative analysis: GA4, custom funnel building in Excel, tracking audits across 7 properties
Dashboard building: Looker Studio with blended data sources and multi-datasource page filters
Behavioural analysis: heatmaps and session recordings in Mouseflow, user interviews in Descript
Stakeholder communication: built and delivered client-facing presentations, sat in on client syncs

Tools: GA4 · Heatmaps · Session Recordings · Looker Studio · Mouseflow · Descript · Hypothesis Formation

Data Analytics Intern — ellos

2025

Ellos Group

Ellos Group is a large multi-brand e-commerce group. Being here taught me what analytics actually looks like at scale. High-traffic environments, multiple brands, and stakeholders who need to understand the data without being analysts themselves. The biggest thing I took from this is that any analyst can pull a report. The real skill is knowing which numbers matter and being able to explain why.

GA4 tracking audit across brand properties. Built and maintained dashboards for campaign and product performance. Supported the analytics team with data extraction, validation, and reporting.

Tools: Google Analytics 4 · Dashboards · Data Validation · E-commerce Tracking · Reporting

Warehouse Associate — ellos

2022 – 2025

Effektiv AB / Ellos Group

Three years in logistics at Ellos Group's warehouse. It taught me how to work hard, stay consistent and understand how e-commerce actually operates behind the scenes. That context turned out to be genuinely useful when I moved into analytics.

EDUCATION

Digital Analytics Specialist

Sep 2024 – May 2026

Yrkeshögskolan Borås

A two-year vocational programme in web analytics, digital strategy and data-driven decision making. It's built around working commercially from day one, not just sitting in a classroom. Graduating May 2026.

Key areas: Web Analytics · Digital Strategy · Data-driven Decision Making · CRO · User Behaviour · SQL · Python · R

SKILLS

Data Analysis & Triangulation

ADVANCED

Taking GA4 data, heatmaps, session recordings and qualitative research and building one clear picture from all of it. This was part of my daily work at Conversionista.

Heuristic Analysis & CRO

ADVANCED

Evaluating real client sites against usability and conversion principles. I used ICE scoring to prioritise findings and turned them into testable hypotheses.

UI/UX Analysis

ADVANCED

Looking at where people actually click, scroll, hesitate and drop off. I combine scroll maps and click maps with usability testing to understand what is really happening.

Web Psychology

EXPERIENCED

Understanding why people make decisions online. I applied principles like social proof, cognitive load, loss aversion and anchoring in real CRO work to find where friction costs conversions.

Google Analytics 4

EXPERIENCED

Event tracking, funnel analysis and audience segments. I have used GA4 in two real commercial settings so I know how to get useful insight out of it, not just data.

Dashboards (Looker Studio)

EXPERIENCED

Building dashboards that people who are not analysts can actually use. I built reporting dashboards at Ellos Group and at Conversionista with blended data sources.

Qualitative Research

EXPERIENCED

Watching how real users move through a site, listening to interviews and finding the patterns that numbers alone cannot show. I synthesised these into recommendations at Conversionista.

Presentation & Data Storytelling

EXPERIENCED

Turning an analysis into something a client can act on. I built and delivered several client-facing presentations at Conversionista and learned how much the framing matters.

Google Tag Manager

DEVELOPING

Setting up event triggers, configuring tags and working with variables. I am actively building this skill through coursework and hands-on practice.

A/B Testing

DEVELOPING

I understand how to design experiments, interpret results and think about statistical significance. I built this knowledge through the full CRO workflow at Conversionista.

SQL

MID LEVEL

Writing queries to pull and filter data from databases. I picked this up as part of my programme at Yrkeshögskolan Borås and am continuing to build on it.

Python

DEVELOPING

Basic scripting and data handling. Learned through my education at Yrkeshögskolan Borås and something I am actively developing further.

R

DEVELOPING

Data analysis and basic statistical work. Introduced to it through my programme at Yrkeshögskolan Borås alongside Python.