



PORTFOLIO

Software Engineer

AI

Generative AI

Data

Automation



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ABOUT ME



About Me

I am a Software Engineer, AI Specialist, and Data Scientist, passionate about building intelligent solutions that automate workflows, extract insights, and optimize business operations.

With expertise in AI, automation, and data engineering, I help companies leverage technology to make smarter decisions, reduce manual work, and drive efficiency.

✓ AI & Machine Learning

Building AI-powered systems for automation and decision-making.

✓ Data Engineering & Analytics

Extracting, transforming, and visualizing data for actionable insights.

✓ Process Automation

Automating repetitive tasks using APIs, AI agents, and custom-built software.

✓ Business Intelligence

Creating dynamic dashboards and real-time reporting solutions.

✓ Full-Stack Development

Designing and developing scalable SaaS platforms.

 Let's build something innovative together!

Skills & Expertise

Artificial Intelligence & Data Science

Machine Learning (Supervised, Unsupervised, NLP)
AI Automation (AI Agents, RAG, Text-to-SQL)
Computer Vision (OCR, Image Processing, Object Detection)
Natural Language Processing (Chatbots, Sentiment Analysis)

Data Engineering & Analytics

Web Scraping & Data Extraction (APIs, Selenium, BeautifulSoup)
Business Intelligence (Google Sheets, Looker Studio, Power BI)
Data Processing (Pandas, NumPy, SQL, BigQuery)
Predictive Analytics & Forecasting

Process Automation & API Integration

Workflow Automation (Zapier, Make, Custom API Integrations)
E-commerce & Finance Automation (Shopify, Stripe, PayPal)
Ad Data Reporting (Google Ads, Meta Ads, TikTok Ads)
CRM & Social Media Automation (LinkedIn, Notion, WhatsApp)

Full-Stack Development & SaaS

Backend: Python (FastAPI, Flask, Django), Node.js
Frontend: React.js, TailwindCSS, Next.js
Database: PostgreSQL, Firebase, MongoDB
Cloud & DevOps: AWS, GCP, Docker, CI/CD

UX/UI & Product Development

Interactive Prototyping (Figma, Framer)
Data Visualization (Dashboards, Graphs, Reports)
SaaS Product Architecture & Scaling

 Bringing AI, automation, and data together to create smart, scalable solutions!



PROJECTS

Projects & Case Studies

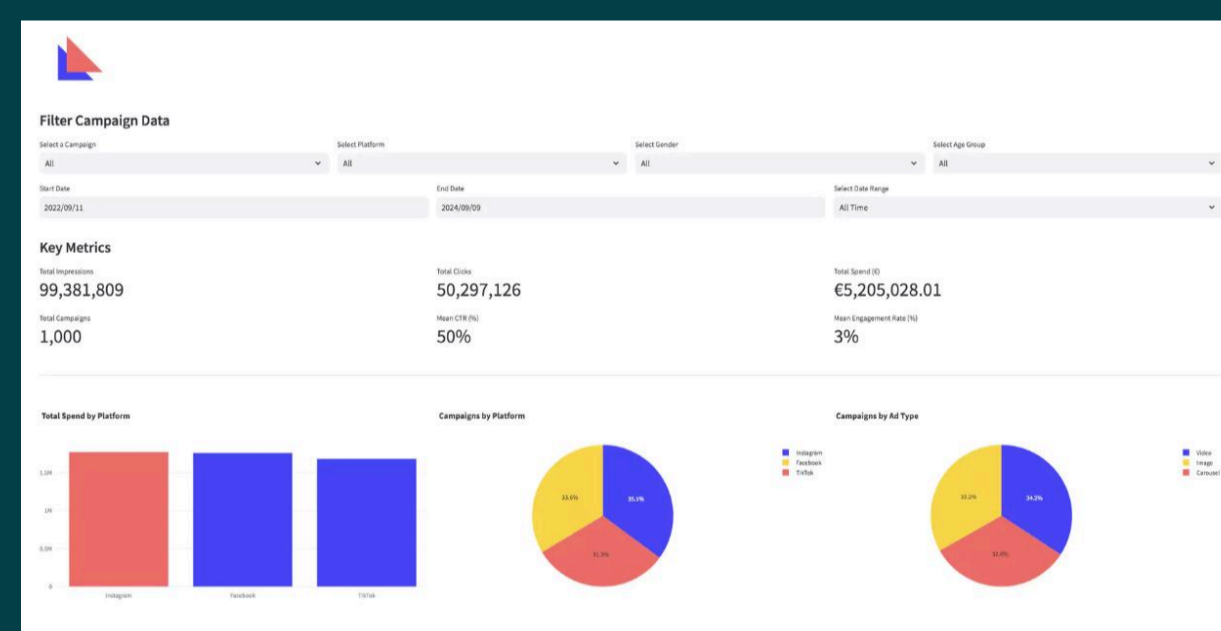
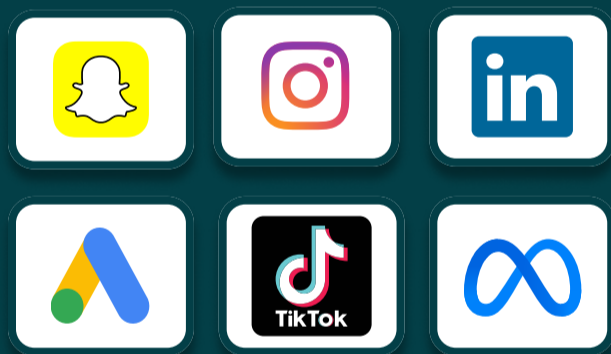


AI

Marketing

Ads automation

AI-Powered AdTech CRM for Beyrey (French Digital Marketing Agency)





AI-Powered AdTech CRM

AI

Marketing

Ads automation






Challenge

Beyrey, a leading French SEO & Digital Marketing Agency, needed a centralized platform to track and optimize ad campaigns across TikTok Ads, Meta Ads, and Google Ads. Managing data manually across platforms was inefficient and time-consuming.




Solution

I built a custom AI-powered CRM that automates ad campaign reporting, analytics, and content generation. The system integrates real-time ad data tracking and AI-driven insights, enabling seamless decision-making.

Key Features

-  **Cross-Platform Ad Data Integration**
 - Automated reporting from Google Ads, Meta Ads, and TikTok Ads.
-  **Retrieval-Augmented Generation (RAG)**
 - AI-powered content creation for Instagram & LinkedIn campaigns.
-  **Text-to-SQL Query Engine**
 - Allows Beyrey's team to ask natural language queries and get real-time campaign insights.
-  **Automated Budget & Performance Tracking**
 - Dynamic dashboards to monitor ROAS, CPA, and engagement metrics.
-  **Scalable Cloud Deployment**
 - Hosted on Azure Services, containerized with Docker on Render.

Results

-  Saved hours/week on manual ad reporting.
-  Increased campaign performance tracking accuracy.
-  Enhanced marketing automation, allowing data-driven ad optimization

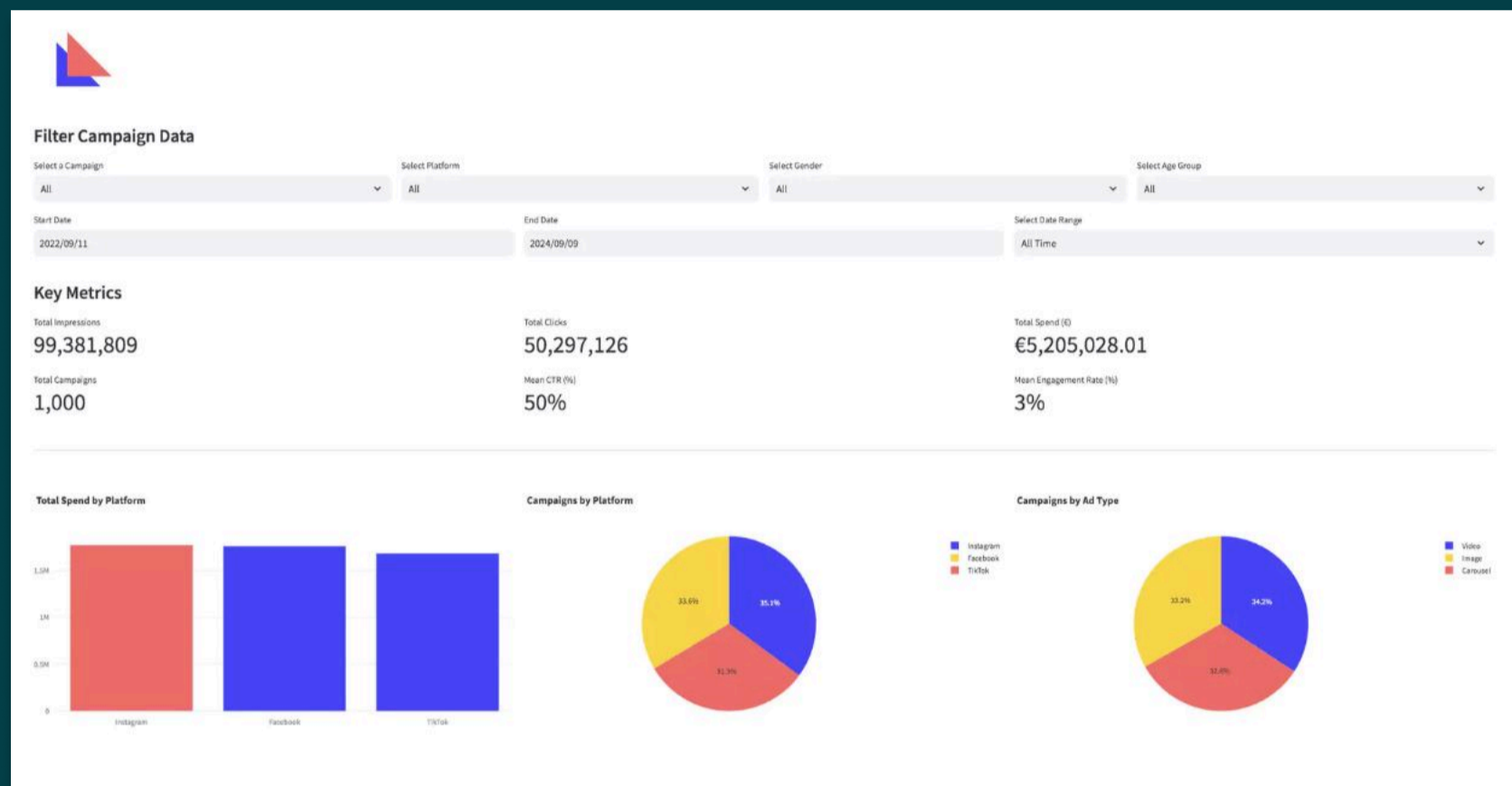
AI-Powered AdTech CRM



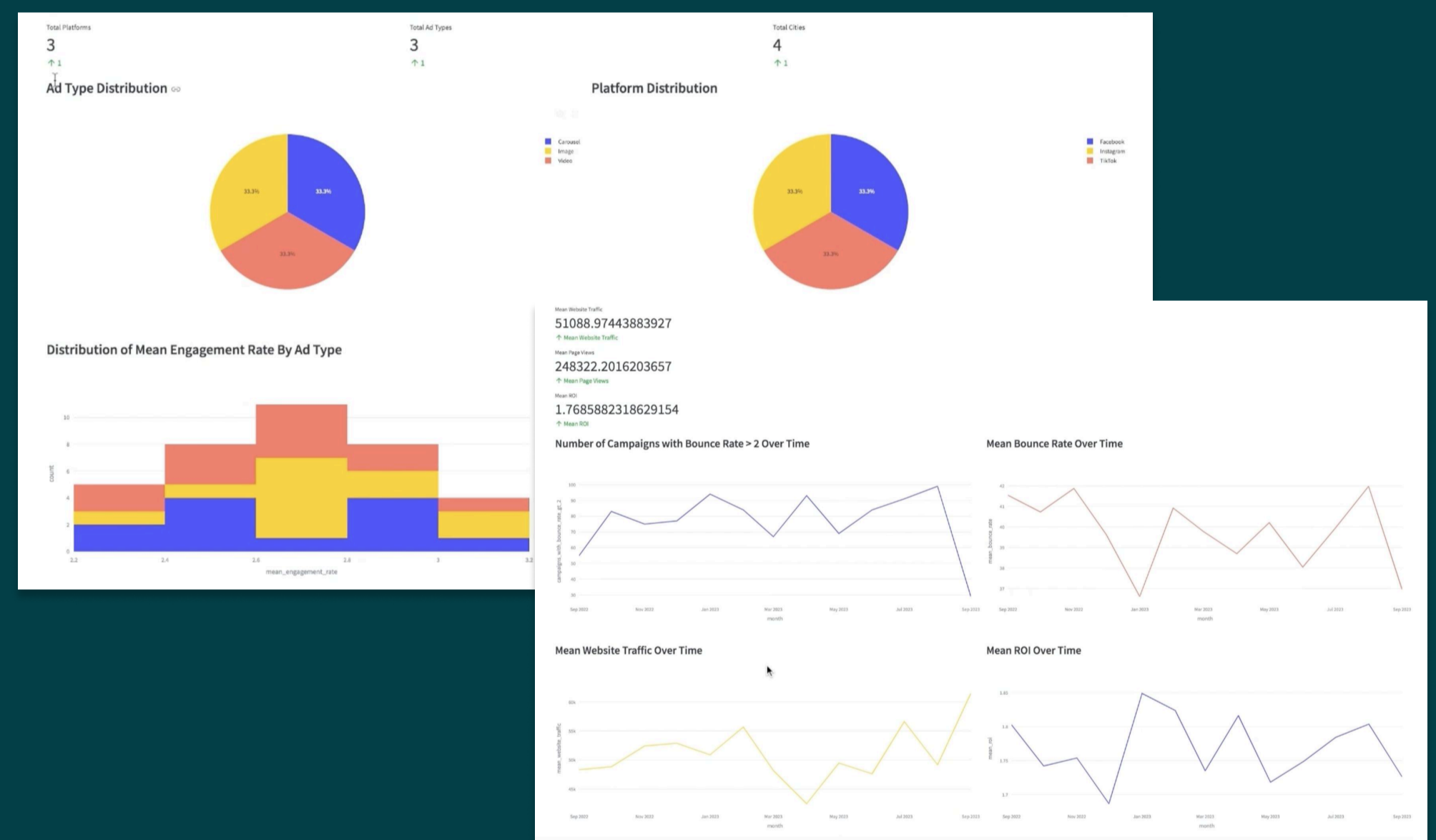
- AI
- Marketing
- Ads automation

GALLERY

Custom Reporting App



Dynamic AI-generated graphs



Content Search Engine

Social Media Post Explorer

Company Name: Beyrey Inc.

Start Date: 2024/09/08

End Date: 2024/09/12

Document Type: TikTok Video Script, Instagram Post, LinkedIn Post, Facebook Post, Instagram Story, Facebook Ad

Company Name	Document Type	Document Date	Author	Likes	Comments	Shares
Beyrey Inc.	TikTok Video Script	2024-09-12	Content Creation Team	4,200	700	600
Beyrey Inc.	Instagram Post	2024-09-12	Marketing Team	3,200	450	180
Beyrey Inc.	LinkedIn Post	2024-09-11	PR Team	2,800	370	120
Beyrey Inc.	Facebook Post	2024-09-10	Community Mar			
Beyrey Inc.	TikTok Video Script	2024-09-08	Ad Team			
Beyrey Inc.	Instagram Story	2024-09-12	Marketing Team	3,500	400	200
Beyrey Inc.	LinkedIn Post	2024-09-09	Marketing Team	2,500	330	100
Beyrey Inc.	Facebook Ad	2024-09-10	Ad Team	1,800	200	90

Key Performance Indicators (KPIs): Total Posts: 8, Total Likes: 23300, Total Comments: 3290

Post Content:

- TikTok Video Script by Content Creation Team on 2024-09-12
- Instagram Post by Marketing Team on 2024-09-12
- LinkedIn Post by PR Team on 2024-09-11
- Facebook Post by Community Management Team on 2024-09-10

AI Marketing Copilot

Enter your demand:

give me mean website traffic per month and the number of campaigns in wich i have a bounce rate > 2%, my mean bounce rate, mean page views and ROI

SQL Code:

month	mean_website_traffic	campaigns_with_bounce_rate_over_2	mean_bounce_rate	mean_page_views	mean_roi
0 2022-09	48,325.4182	55	41.5375	227,965.0545	1.8027
1 2022-10	48,840.242	83	40.7295	234,592.0723	1.7422
2 2022-11	52,427.8133	75	41.8093	263,179.4533	1.754
3 2022-12	52,902.039	77	39.6281	232,204.7143	1.6806
4 2023-01	50,891.7447	94	36.6148	239,328.5745	1.849
5 2023-02	55,090.8333	84	40.918	249,555.1429	1.8239
6 2023-03	48,190.1194	67	39.7769	221,176.5821	1.7351
7 2023-04	42,464.2688	93	38.7005	245,157.043	1.8165
8 2023-05	49,479.8986	69	40.209	289,335.4928	1.7183
9 2023-06	47,623.4524	84	38.044	269,777.5714	1.7489

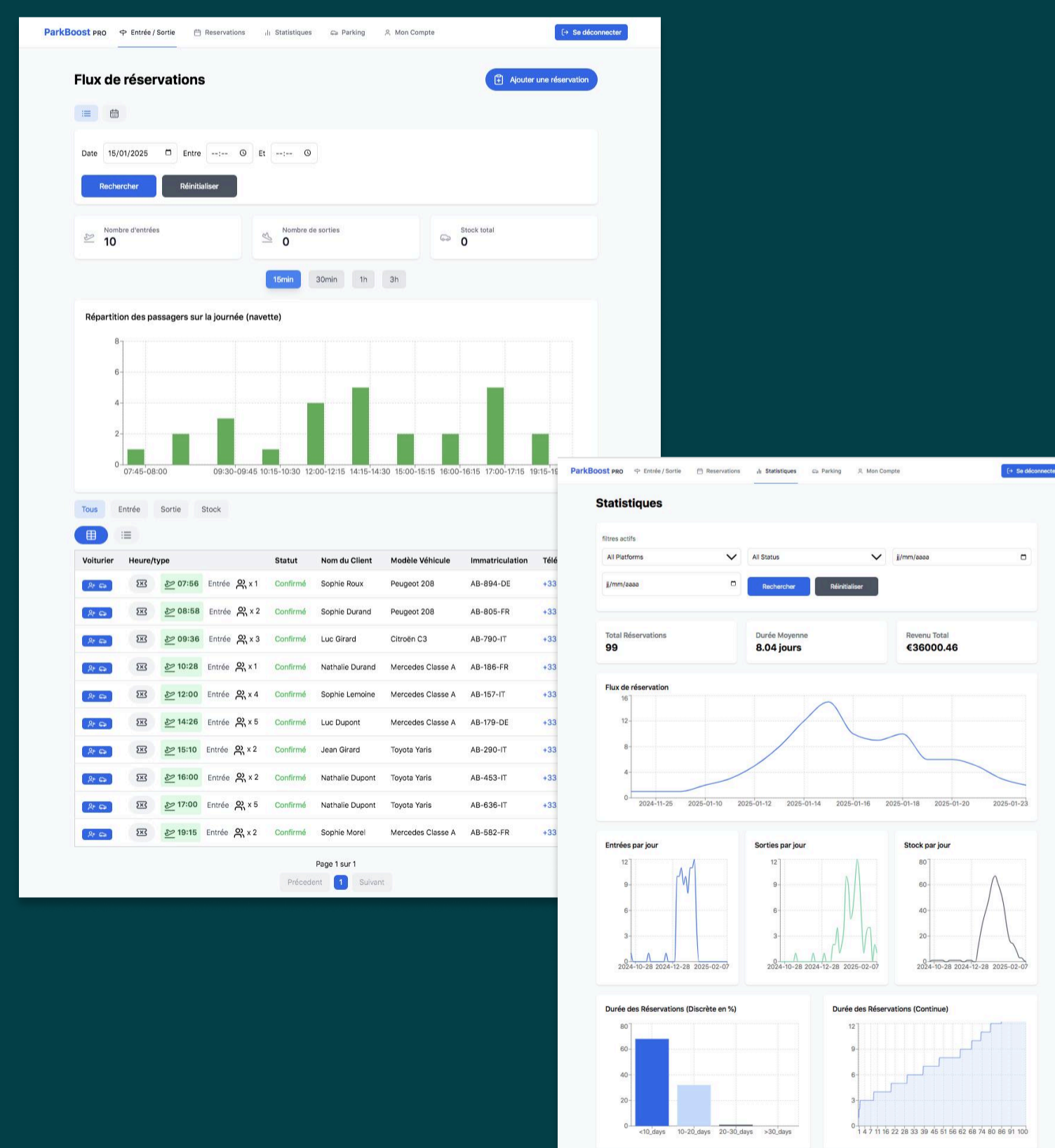
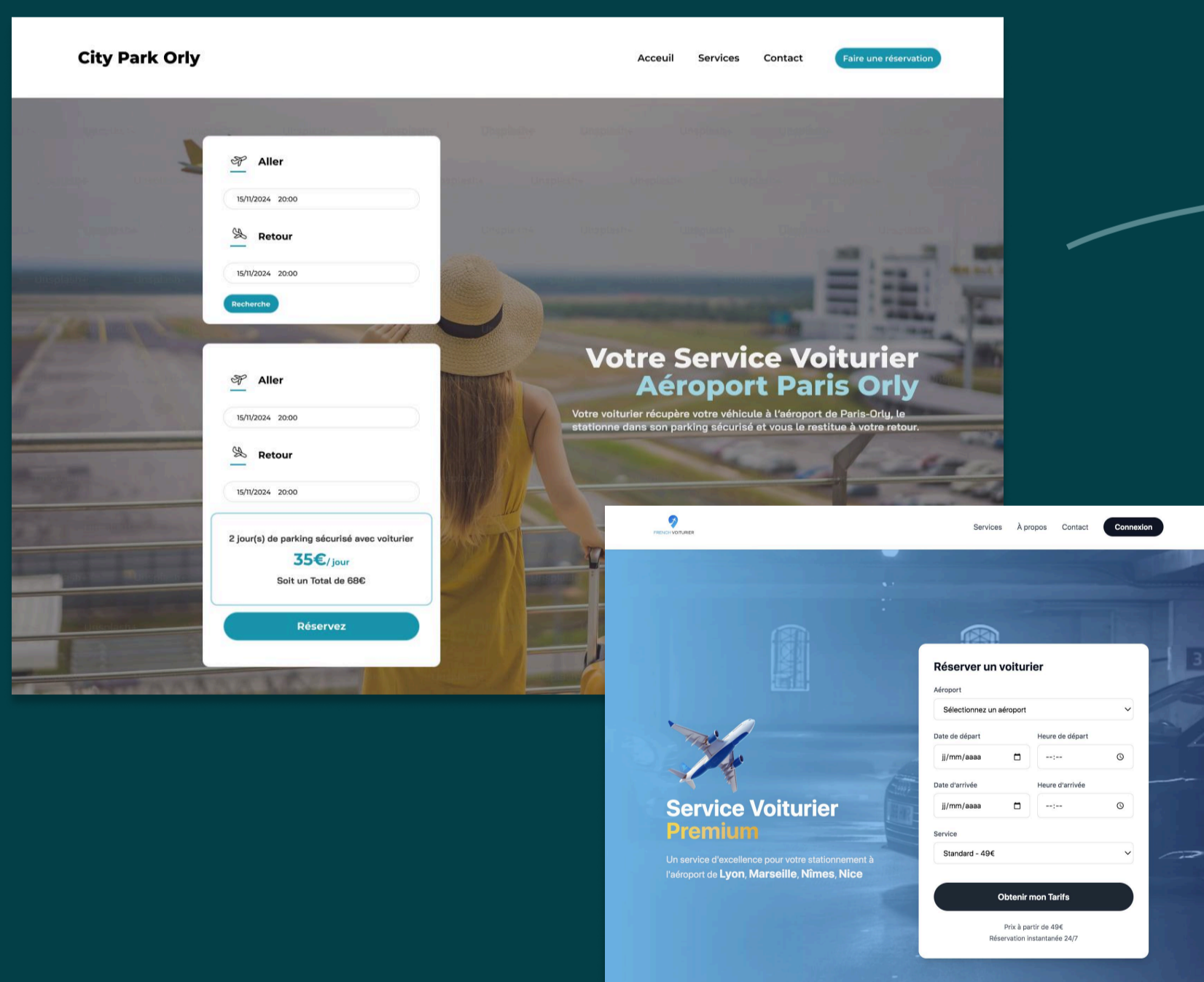


AI

Data

Booking Automation

Smart Parking Booking Management SaaS



Smart Parking Booking

AI

Data

Booking Automation



Challenge

Parking owners struggle to manage reservations from multiple platforms, leading to inefficiencies, overbookings, and poor customer experience. They needed an automated solution to centralize bookings, streamline operations, and enhance security.

Solution

I developed ParkBoost, a SaaS platform that allows parking owners to automate reservation management, customer check-in, valet assignment, and security tracking.

Key Features

- ✓ **Automated Reservation Syncing**
 - Fetches emails from all booking platforms, extracts data, and stores reservations in a centralized database.
- ✓ **Online Portal for Owners & Clients**
 - Clients can view reservations, communicate with the parking team, and manage bookings.
- ✓ **Smart Check-In & Security**
 - Digital check-in with car condition photos.
 - Assigns a valet to - each reservation.
 - Clients provide arrival & departure terminal information.
- ✓ **Flight Data & ETA Tracking**
 - Integrates with flight APIs to fetch real-time ETA based on flight schedules.
- ✓ **Automated Entry & Access Control**
 - Allows smooth pickup and return management for clients.

Results

- Reduced overbooking errors by 90% through automated reservations.
- Improved operational efficiency, saving 10+ hours per week for parking staff.
- Enhanced customer experience with real-time updates & digital check-in

Smart Parking Booking

AI

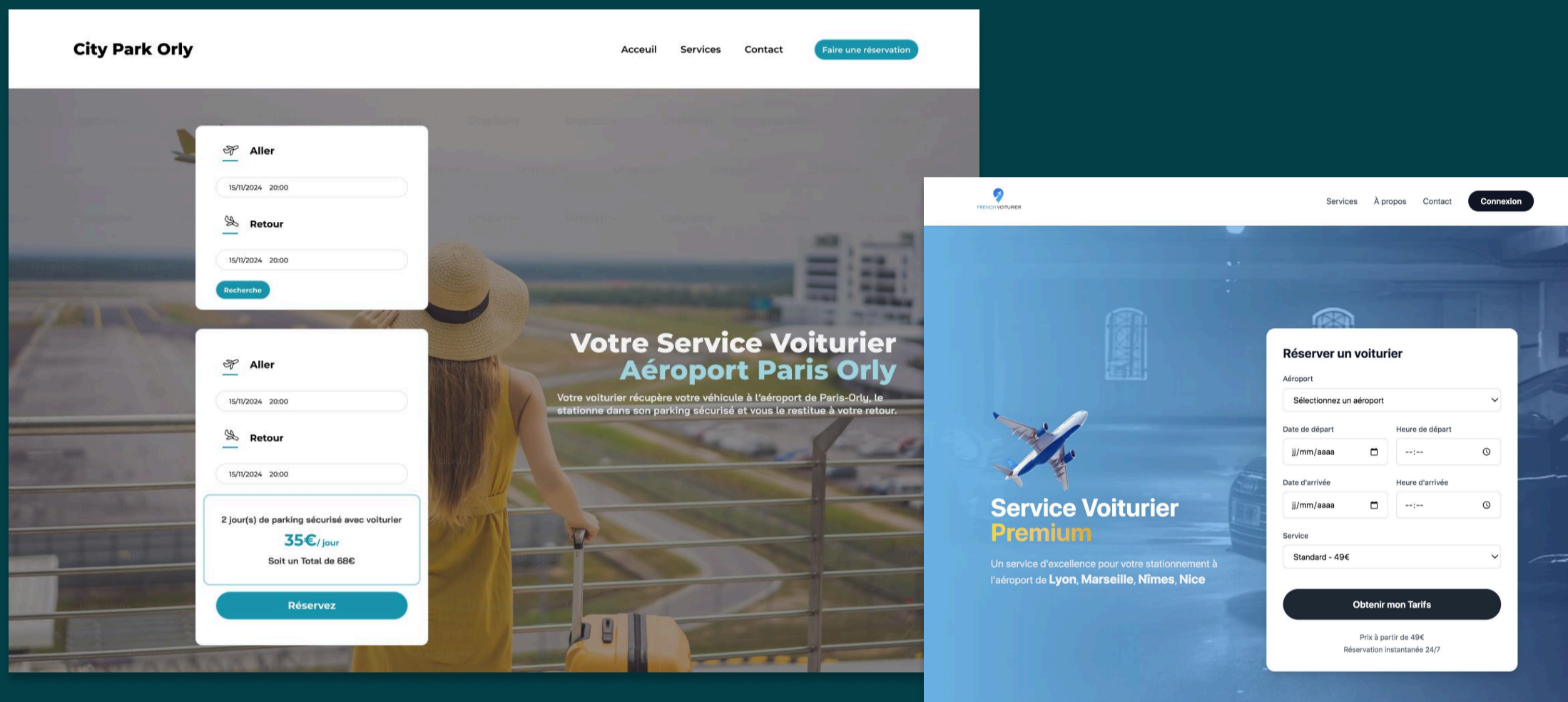
Data

Booking Automation

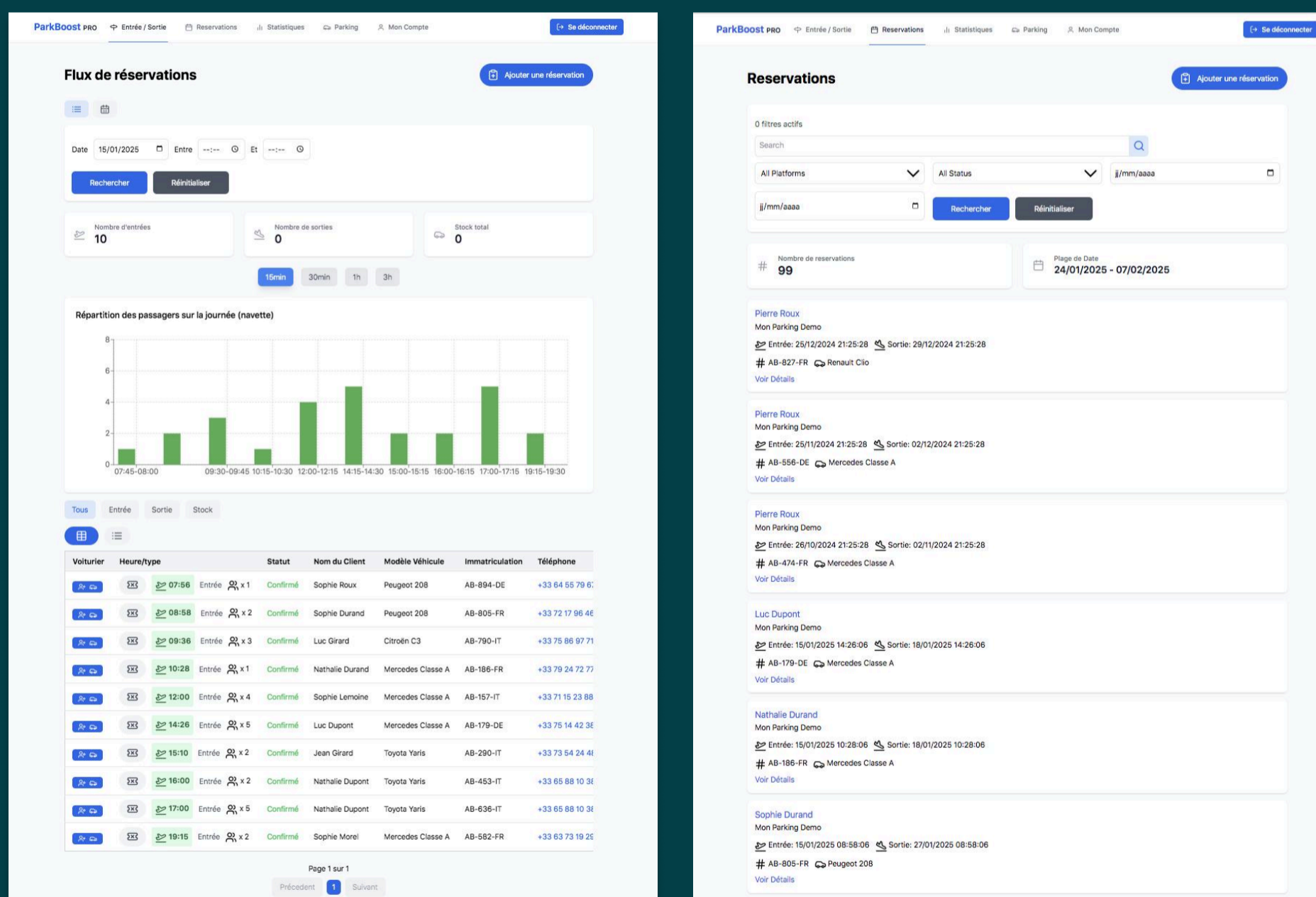


GALLERY

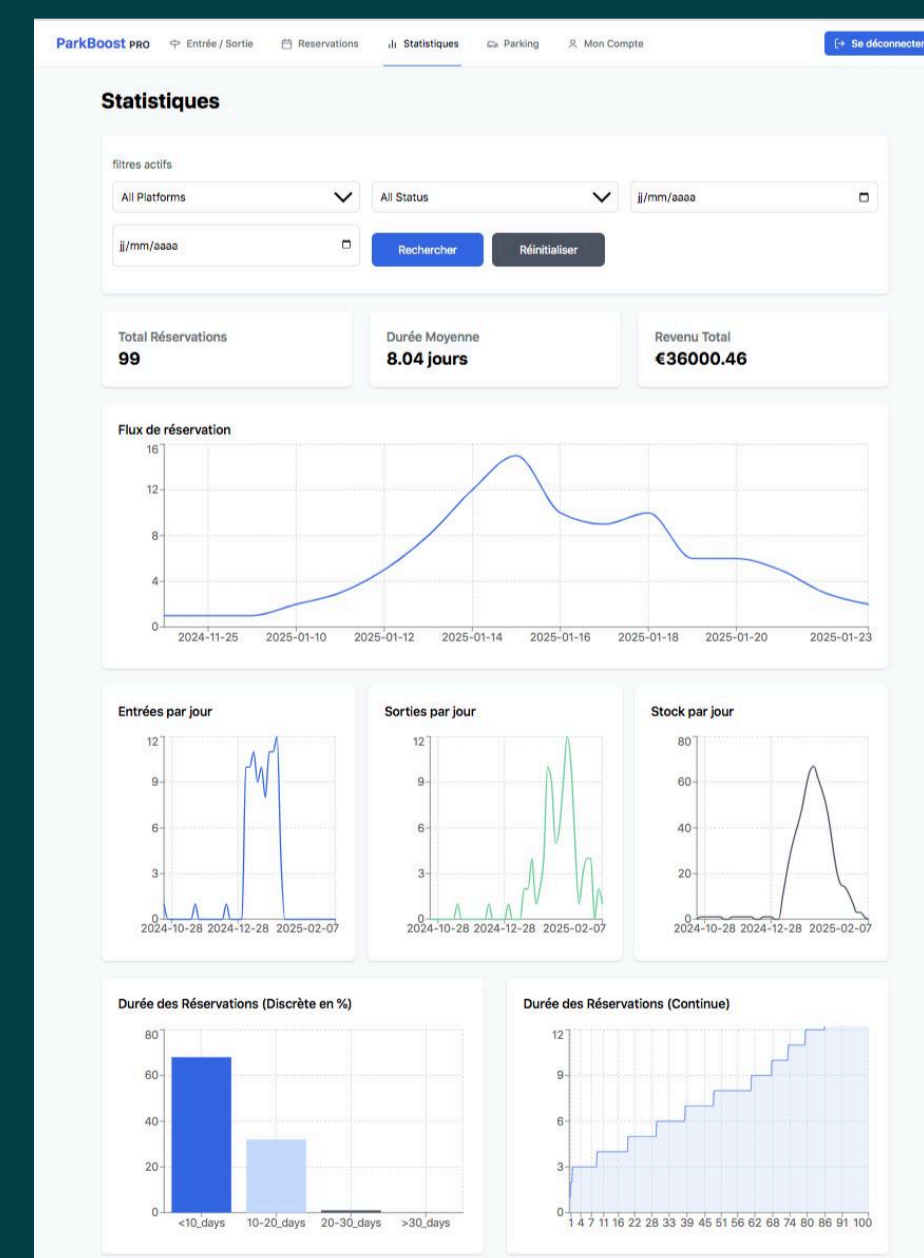
Booking Website



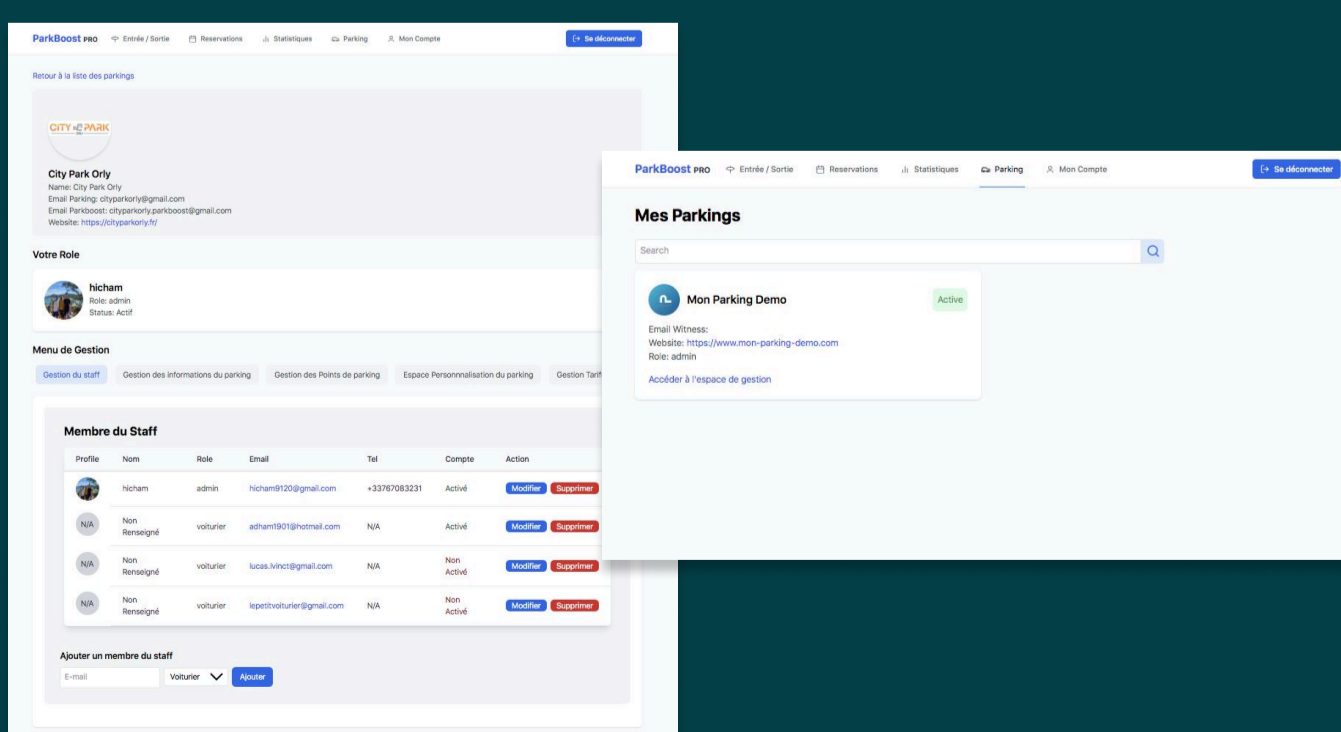
Booking Management App



Analytics



Staff Management



Contact & Collaboration



PORTFOLIO

💬 Let's Build Something Innovative Together!
👉 Need AI-powered automation, data insights, or a SaaS solution? Let's connect!

AI

Generative AI

Data

Automation

Contact

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WhatsApp: <https://wa.me/33744886276>

Website : <https://datadham.netlify.app/>

Schedule a discovery meeting

<https://calendly.com/datadham/quick-reach-out>



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