AYOMITAN D. ADESUA
DATA ANALYST

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Portfolio | **GitHub** | **LinkedIn**

SUMMARY

Data-driven professional pursuing a Master's degree in Health Information Management with expertise in Python, SQL, Tableau, Spreadsheets, and statistical analysis. Experienced in using data to drive decision-making and solve complex problems across industries, including healthcare, retail, and business

WORK EXPERIENCE

Health Information Manager, University of Uyo Teaching Hospital, Uyo, Nigeria   **Dec 2020 - Present**

- Analyzed discrepancies in digital systems, collaborating with cross-functional teams to resolve issues and ensure data integrity
- Compiled statistical reports from patient records, enhancing administrative accuracy.
- Ensured the accuracy of patient records through effective communication with a diverse range of healthcare providers.

Co-Founder & Data and Research Lead – Seedoct, Nigeria   **April, 2023 - Present**

- Developed an innovative telemedicine application to bridge the gap between patients and healthcare providers, enabling remote medical consultations.
- Led data and research initiatives to support the development and improvement of the platform, ensuring data-driven decision-making.
- Conducted market research to identify user needs and preferences, informing the design and functionality of the application.
- Collaborated with a multidisciplinary team to integrate data analytics features, enhancing user experience and service delivery.
- Ensured compliance with healthcare regulations and data privacy standards.

PERSONAL PROJECTS

Optimizing Customer Engagement through RFM Segmentation and Analysis

Developed a targeted marketing strategy to improve customer engagement by conducting RFM (Recency, Frequency, Monetary) segmentation, exploratory data analysis, and hypothesis testing using retail customer data.

- Improved the retail company's marketing efficiency by providing targeted strategies based on customer segmentation.
- Increased engagement with high-value customers by recommending loyalty programs.
- Enhanced potential revenue streams by offering personalized campaigns to low-value customers.
- Project Link

Impact of Work-from-Home (WFH) on Employee Productivity

Analyzed the effect of transitioning to a Work-from-Home (WFH) environment on employee productivity, focusing on productivity changes before and after WFH and gender-based differences in productivity.

- Found a statistically significant improvement in employee productivity after transitioning to WFH.
- No significant gender-based differences in productivity were observed in the WFH setting.
- Project Link

Data Cleaning with SQL Server

Demonstrated the process of cleaning and transforming a large dataset of crime data (680,000 rows) using SQL Server. The goal was to prepare the dataset for further analysis by handling formatting, missing values, and inconsistencies

- Cleaned and transformed a large dataset, ensuring data consistency and standardization for further analysis.
- Successfully cleaned and transformed a complex dataset, improving data quality and reliability.
- Developed reusable SQL scripts for common data cleaning tasks, enhancing the efficiency of future data projects.
- [Project Link](#)

Indeed Web-scraping for Job Listings and Analysis

Developed and executed a web scraping project to collect job listings from Indeed.com using Python. Extracted essential job-related data such as titles, companies, locations, salaries, and job descriptions to build a comprehensive dataset for further analysis of trends and opportunities within a data analysis industry in Nigeria.

- Developed a web scraping tool to collect job listings from Indeed and conducted data analysis to identify job market trends.
- Successfully scraped and processed job listings, providing a comprehensive dataset for analysis.
- Identified key job market trends, including high-demand locations and skills, enabling data-driven career planning and job search strategies.

- [Project Link for Scraping](#)
- [Project Link for Analysis](#)

EDUCATION

Master of Science in Health Information Management   May 2024 – Present

School of Public Health, University of Port Harcourt
- Specialization in Biostatistics & Data Sciences, Epidemiology & Preventive Medicine,
- ICT/Research Methods, Management/Entrepreneurship

Data Scientist in Python   Jan 2024 –Present
DataCamp
[Datacamp profile](#)

Post Graduate in Health Information Management   May 2023 – 2024

School of Public Health, University of Port Harcourt
- Relevant coursework in Health Information Management

ADDITIONAL INFORMATION

- **Technical Skills:** Python, SQL, Tableau, Microsoft Excel, Microsoft Office, SPSS, Data Extraction, Data Analysis, Data Mining, Reporting Tools
- **Analytical Skills:** Hypothesis Testing, Regression Analysis, Survival Analysis, Probability Distribution, Time Series Analysis, Exploratory Data Analysis, Biostatistics
- **Soft Skills:** Effective Communication, Organization, Attention to Detail, Critical Thinking, Teamwork and Collaboration, Effective presentation