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| Data Analyst/ Business Analyst  eseosa isidahomhen | (234) 0903 657 1784 eseosa.stephen@gmail.com  [LinkedIn](https://www.linkedin.com/in/esestephen) | (github)  Lagos, Nigeria |

# Professional Summary

I am an extremely competent and results-driven data analyst with a track record of providing insightful analysis to support business decisions. Proficient in data manipulation, statistical analysis, and data visualization using tools like Excel, SQL, Python, Power BI and Tableau. Known for my keen eye for detail and ability to extract useful information from complicated datasets.

Together with my great analytical capabilities, I also have strong problem-solving and strategic thinking talents. I'm great at seeing patterns and trends in data that help with decision-making and business growth.

I am a collaborative team player with excellent communication skills, able to work effectively with cross-functional teams. My goal is to keep honing my data analytics skills, concentrating on Data Engineering, machine learning and predictive modeling, in order to help develop creative solutions for challenging business problems.

I am motivated by the opportunity to tackle new and exciting challenges, and I am eager to leverage my skills and experience to drive positive impact and growth in a forward-thinking organization.

# Skills

* **Tools**: Microsoft Excel (VLOOKUP, Pivot Tables, Macros, Conditional Statements, Concatenate, Date), Microsoft Structured Query Language - SQL (Joins, CTEs, Stored procedures, Groupings, Case, Rank),Power Bl (Data analysis expression (DAX), Power query editor, Key influencers, Decomposition trees, Calculated columns), Microsoft Machine Learning (Model training, Model deployment), Jira (Workflow design, Time boxing, road maps, Boards, Sprint and backlogs), Microsoft Visio (Flowcharts, organizational charts, process designs), Figma (Wireframes, Mockup, Prototype, design sharing), Confluence (Wiki style documentation, permission & security control, meeting notes), SharePoint (document management, version control and Collaboration), Sahana Eden (Mapping, budgeting, inventory, project coordination) Kobocollect (data collection, mapping) Matrix CC (call documentation, call patching), Microsoft teams, Azure SQL, Azure Synapse, Databricks, Python.
* **Techniques**: Data visualization, data reporting, data cleaning, data modelling, needs elicitation, process mapping, estimation of user stories, empirical process control, Tuckman’s model approach, value-based prioritization, design & prototyping, data governance, content management, project tracking, communication and collaboration, change management, stakeholder engagement, ML model creation and deployment, negotiation, requirement gathering and analysis

# Work Experience

DATA ANALYST **–** Pairview Limited **–** Lagos, LOS October 2023 – Present

**SALES ANALYIS FOR SUPERSTORES**

* Used pivot tables and other advanced Excel functions to carry out comprehensive data analysis.
* Created a 'Summaries' worksheet containing all pivot tables used in the analysis, ensuring transparency and reproducibility of results.
* Generated a yearly-monthly profit/revenue report for sales transactions and visualized the data using line graphs.
* Identified the most profitable product category, region, province, and customer segment.
* Calculated key shipping metrics.
* Visualized revenue performance based on the day of the week, identifying the most profitable weekdays.
* Analyzed shipping costs across all sales transactions, identifying the costliest ship mode.
* Identified the most profitable customer age groups and calculated their commercial value in terms of revenue and profit.
* Conducted an in-depth analysis of returned orders, identifying predominant product categories, sub-categories, products, regions, and managers. Made recommendations to prevent future returns, estimating a potential 50% reduction in returns over six months.
* Recommended a regional manager for promotion to Head of Sales based on performance analysis of sales transaction data.
* Created a comprehensive slide deck presenting the analysis results, complete with appropriate graphs/charts, commentaries, and recommendations.

MARKETING ANALYST

* Conducted customer segmentation based on historical transactions and yearly income levels, identifying key customer groups for targeted marketing campaigns.
* Analyzed the most common educational qualifications associated with each income segment, providing valuable insights for marketing strategies.
* Investigated the influence of the number of children on the volume of goods purchased, leading to the creation of a new customer categorization.
* Utilized customer segmentation to understand the distribution by country and continent and assessed the influence of income on revenue inflow.
* Designed comprehensive customer profiles for each segment, resulting in highly targeted and effective marketing strategies.
* Analyzed the share of each product category by revenue and profit to the business from two sales channels, providing crucial insights for management.
* Calculated and interpreted key financial metrics including Revenue YTD, Profit YTD, and Profit-Revenue ratio, aiding in strategic decision-making.

DATA ENTRY SPECIALIST **–** Nigerian Ports Authority **–** Lagos, LOSJanuary 2022 - June 2022

* Accurately and efficiently input data from various sources into the company's database, ensuring that all information was correct and up to date.
* Assisted in the development and implementation of new data management systems, improving efficiency by 30%.
* Collaborated with various departments to ensure smooth data flow and fast resolution of issues.
* Maintained confidentiality and security of all data in accordance with company policy and regulations.
* Conducted regular data audits to verify data integrity and accuracy, identifying and resolving discrepancies.
* Utilized advanced Excel functions to organize and manipulate large data sets, aiding in decision-making processes.
* Consistently met and exceeded performance targets for data entry speed and accuracy.

DATA ANALYST **–** Red Harbour Loan Company **–** Lagos, LOS October 2021 - December 2021

* Leveraged Excel to interpret complex data sets, leading to more efficient decision-making processes and a 15% reduction in operational costs.
* Provided exceptional customer service to loan applicants, explaining complex financial products and loan processes in an understandable manner, resulting in a 20% increase in customer satisfaction ratings.
* Conducted monthly presentations to management, providing insights on loan trends, customer behavior, and potential opportunities for growth.

# Education

Bachelor of Science in computer science – Ambrose Alli University – Ekpoma, EKP May 2023