

# ASEFEOLUWA ABODUNRIN

## PROFILE

Highly analytical professional with an in-depth knowledge of data cleaning strategies; visualization techniques; dashboards and reporting methods in Python, Excel, and Power BI. Passionate about seeing organizations thrive by improving process efficiencies.

## RELEVANT EXPERIENCE

### ADMINISTRATION AND DATABASE MANAGEMENT

RCCG, Chapel of Praise, Hamilton ON, March/2020 - Present

- Produced ad-hoc income and expense reports using Excel functions and formulas to clean and organize data, ensuring timely delivery of reports needed by the finance team.
- Conducted A/B testing of online marketing campaign attracting a 10% increase in attendees and reducing advertisement cost by 21.74%
- Built Excel Dashboards to visualize trends in event registration data that helped the organization thrive during the pandemic with an unprecedented 30% increase in attendance.

### DATA ENTRY

City of Hamilton, Youth Steering Committee, May/2018 –Dec/2019

- Introduced improvements to survey methods, by analyzing the existing data collection methods and target audience, surpassing data collection target by 20%.
- Consulted with municipal agencies that provide youth services around the city, to identify areas of urgent need.

## PROFESSIONAL DEVELOPMENT

### Coursera Prepare, Clean, Transform, and Load Data using Power BI

- Data Cleansing, manipulation, and transformation.

### Google Professional Data Analytics Certificate

- Gained proficiencies in SQL, Excel, and R programming

### IBM Data Science Certificate

- Built graphs and charts using data visualization techniques in python.


### Fundamentals of Excel

- Used VLOOKUPS to find ad-hoc information from large datasets


### AudaciousYou


- Organized team tasks, timelines and research results using google spreadsheet for a team of 5 people living across 3 different time zones.

## CONTACT INFO

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## EDUCATION

### BA in Economics and Political Science

McMaster University, Hamilton, ON

August/2014 – June/2018

Dean's List

## SKILLS

### Professional

Reporting.

Dashboards

Data Cleaning.

Data Visualization.

Project Management.

Database Management.

Verbal & Written Communication

### Technical

SQL

Stata

Python

QuickBooks

Microsoft Power BI

Intermediate MS Excel (Pivot tables,

VLOOKUP, Formulas)