

Ayomide Fase

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SUMMARY

Data-driven analyst passionate about transforming complex data into actionable insights that drive business growth. Proven ability to use Excel, SQL, R, and Tableau to analyze large datasets, identify trends, and develop data-driven recommendations. Experience in using A/B testing, customer segmentation, regression analysis, and time series analysis to solve business problems, building automated reporting dashboards, and developing predictive models to improve customer retention and business performance.

SKILLS

- **Programming Languages:** R, SQL
 - **Data Visualization:** Tableau, Excel Charts, ggplot2 (R),
 - **Data Analysis:** Statistical Modeling, Regression Analysis, Time Series Analysis, A/B Testing, Predictive Modeling
 - **Business Intelligence:** Dashboard Development, Report Automation, KPI Development
 - **Software & Tools:** Microsoft Excel (Advanced), SQL Server,
 - **Soft Skills:** Communication (written & verbal), Collaboration, Problem-solving, Critical Thinking, Presentation Skills
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PROFESSIONAL EXPERIENCE

Data Analyst | Veriswap | Oct 2024 – Dec 2024

- Developed and implemented a customer segmentation strategy that increased marketing campaign conversion rates by 18% and reduced customer acquisition costs by 12%.
- Developed and implemented automated Tableau dashboards to track key performance indicators (KPIs) such as website traffic, conversion rates, and customer churn, resulting in a 25% reduction in reporting time for the marketing team and enabling data-driven decision-making.
- Conducted A/B testing on website landing pages, identifying a design change that improved click-through rates by 15% and led to a 10% increase in sales leads.
- Performed ad-hoc data analysis using R, including statistical modeling, regression analysis, and time-series forecasting, to provide data-driven insights to marketing and sales teams. For example, identified key drivers of customer churn and developed recommendations for targeted retention campaigns.

Data Analyst Intern | DataInsights Ltd | Jun 2024 – Sep 2024

- Contributed to weekly performance reports using SQL and Excel, providing actionable insights that led to a 5% improvement in customer retention rates.

- Assisted in building automated Tableau dashboards to improve reporting efficiency by 30%, enabling faster access to key business metrics for stakeholders.
 - Collaborated with senior analysts on research projects, analyzing competitor data and identifying key trends to inform product development strategies.
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EDUCATION

BSc. Animal Science | University of Ibadan | 2023

CERTIFICATION

Google Data Analytics Professional Certificate | Coursera