

BRUNO AKUNE

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Burlington, Ontario

Summary

Business Analyst student transitioning from user experience and customer service roles to data roles. Proven ability to conduct research, interpret usability data, develop and clean databases, adding to my visual skills in designing visual reports for stakeholders. Proficient in statistical tools (R, Python), and visualization platforms (Tableau, Excel), with projects focused on tackling common usability problems, utilizing analytical tools to bridge user-centered design problems with data-driven solutions.

Education

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| BUSINESS ANALYTICS GRADUATE CERTIFICATE – Cambrian College – Sudbury, Canada | May 2025 – Present |
| GPA: 3.81 | |
| BACHELOR OF INTERACTION DESIGN – Sheridan College – Oakville, Canada | September 2018 - May 2022 |
| VISUAL ARTS DIPLOMA – Sheridan College – Oakville, Canada | September 2016 - May 2018 |

Skills

- SQL (MySQL)
- Python (Machine Learning, Pandas, Regular Expression, Web Scrapping)
- Tableau, Microsoft Power BI
- ESRI ArcGIS
- HTML/CSS
- JavaScript
- Excel (VLookup, Pivot Tables, Macros)
- Figma
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
- Language – Portuguese (Native)

Work Experience

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| CUSTOMER EXPERIENCE ASSOCIATE – Marshalls – Burlington, Ontario | May 2020 - Present |
| <ul style="list-style-type: none">• Executed seasonal floor resets, promoting and displaying winter merchandise, boosting weekly holiday sales by 3% through data-driven decision-making• Optimized merchandise receiving processes, reducing processing time by 10%• Conducted regular inventory counts and reconciliation activities, identifying product discrepancies and supporting shrink reduction initiatives | |

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| ACADEMIC RESEARCH ASSISTANT – CER - Centre for Elder Research – Oakville, Ontario | October 2020 – May 2022 |
| <ul style="list-style-type: none">• Developed and maintained Excel databases about the Canadian healthcare industry• Conducted 200+ surveys and interviewed 8 participants, transcribing and coding insights from the research• Led competitive analysis of healthcare practices to inform healthcare trends that emerged after the pandemic• Provided live technical support ensuring the eight participants diagnosed with Alzheimer, can access and participate remotely | |

Projects

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| RETAIL DATABASE CREATION | March 2025 |
| <ul style="list-style-type: none">• Created a database using SQL to keep track of inventory levels, customer/employees and transactions• Designed queries that analyze profits, most popular items and customer trends | |

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| TEXT ANALYZER | July 2025 |
| <ul style="list-style-type: none">• Utilized Python to extract text from websites to count and analyze the content using Regular Expression• Developed a universal Regex and Web Scraping application to clean data and generate a written report• Utilized Pandas to create a .csv file for each gear | |