

# CHUKELU STEPHEN

Toronto, ON

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## DATA ANALYST

### TECHNICAL AND SOFT SKILLS

Programming Languages: Python, SQL, R, Excel, SAS Miner

Data Visualization Tools: Tableau, Power BI, R

Other Tools: Google Sheets, Microsoft Office, SPSS, Trello, HubSpot CRM

Soft Skills: Project & Stakeholder Management, Problem Solving, Critical Thinking, Presentation, Cross-functional Collaboration

### PROJECTS / CASE STUDIES

#### Predicting Customer Churn for RBC Using Machine Learning.

- Applied data cleaning, transformation and developed predictive models in SAS to analyze customer churn for RBC using Decision Trees, Logistic Regression, and Neural Networks. Applied log transformations and data partitioning to enhance model accuracy and provided data-driven retention strategies to minimize churn.

### WORK EXPERIENCE

(Oct 2023 – Mar 2024)	Business Development Executive	Rydal Mews Limited
<ul style="list-style-type: none"><li>Conducted data-driven sales forecasting using Excel and HubSpot CRM, identifying market trends that increased residential property sales by 15%.</li><li>Analyzed customer data to segment potential buyers, leading to more targeted B2B and B2C marketing strategies.</li><li>Developed interactive PowerPoint presentations to visualize market insights for stakeholders.</li><li>Automated client tracking workflows in HubSpot CRM, improving sales efficiency.</li></ul>		
(Jul 2020 – Oct 2023)	Business Development Manager	Primenest Limited
<ul style="list-style-type: none"><li>Utilized Microsoft Excel for performance analytics, tracking lead conversion rates and optimizing sales strategies, resulting in a 70% increase in sales.</li><li>Conducted market research and data analysis to identify key real estate investment trends.</li><li>Managed customer and sales databases to analyze buyer behavior and enhance marketing strategies.</li><li>Created reports and visual dashboards to present insights to executives, improving decision-making.</li></ul>		

### EDUCATION

(Expected Aug. 2025) Postgraduate Program, Business Analytics and Insights- Canadian Context, Centennial College.

(Dec. 2019) Bachelor of Science in Accounting, Pan-Atlantic University.

### CERTIFICATES & TRAINING

- February 2025** Google Analytics Certification
- December 2024** Artificial Intelligence and Business Strategy
- July 2024** Certified Microsoft Office Specialist: Excel 2019 Associate
- April 2023** Tata Group Virtual Experience Program on Forage: Data Visualization & Insights

### ACHIEVEMENTS

- Led free training initiatives as President of Centennial College's Business Analytics Association, helping 100+ students upskill in Microsoft Excel and Power BI.
- Recognized for academic excellence and awarded the Eric R. Wickham Memorial Scholarship for demonstrated service to Black communities.
- Awarded a Certificate of Recognition for Student Volunteering at Centennial College for contributions in mentoring, event organizing, and supporting student initiatives.
- Recognized for outstanding contributions at Rydal Mews Limited for innovative sales strategies.

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LEADERSHIP & VOLUNTEERING

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**(Aug 2024 – Present) President, Business Analytics Association – Centennial College**

- Led initiatives, including Microsoft PowerBI and Excel training, benefiting over 100 students.

**Volunteer, Centennial College**

- Participated in an Ideation Hackathon to develop solutions for enhancing student belonging and campus connectivity.
- Participated in assembling 5,000 care packages for the College's Wellness Week.
- Coordinated on-campus fundraising events in support of Pride initiatives.

**Volunteer, Food Bank Event – YMCA**

- Managed logistics for community food bank distributions.

**(2018 – 2019) Chairman, Student Governing Council – Pan-Atlantic University**

- Advocated for student policies and led campus initiatives to enhance student experience.

**(2017-2018) Social Activities Officer**

- Planned and executed student engagement events to enhance campus life and foster a vibrant student community.