

# SERAH EHINMETAN

[ehinmetanserah@gmail.com](mailto:ehinmetanserah@gmail.com) | [LinkedIn](#) | [Github](#)

## SKILLS

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- **Data Analysis & Visualization Tools:** Excel, Power BI, SQL, Python, Tableau
- **Libraries:** Matplotlib, Pandas, NumPy
- **Database:** SQL Server
- **Collaboration:** Git, Microsoft Office, Google Workspace, Slack, Zoom
- **Soft Skills:** Teamwork, Multitasking, Time Management, Effective Communication

## EDUCATION

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**University of Lagos** 2019 - 2024  
BSc, Applied Physics

## WORK EXPERIENCE

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**Data Analyst Intern** Jan 2025- Mar 2025  
HNG Tech (Remote)

- Conducted SEO keyword research using Google keyword and wordstream tools, improving Backend.im product visibility.
- Analyzed marketing and business data with Excel, Python, and SQL, performing data cleaning, visualization and EDA to extract actionable insights.
- Tracked campaign metrics (ROI, CTR, engagement) using SQL to inform strategy
- Collaborated with cross-functional teams (Devops, PMs, designers, testers) in developing and refining the Backend.im product
- Led presentation to stakeholders, guiding teammates through deadlines and coordinating effectively across teams

**Data Analyst** Nov 2021- May 2022  
Octave Corporations

- Conducted Exploratory Data Analysis (EDA) on 5 datasets for MetroEyes across different branches, analyzing customer attendance, demographics, and satisfaction using Excel and Power BI
- Performed quarterly and annual operational analysis that led to a 75% reduction in patient wait times by optimizing clinic workflows, improving resources utilization and enhancing patient flow management
- Improved branch performance by 60% through data-driven strategies that improved service delivery and guided operational decision-making
- Increased customer engagement by 25% through analyzing behavioral and demographic data, providing insights to support targeted outreach.

## CERTIFICATIONS

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- HNG Internship Certification Jan 2025
- Octave Corporations Data Analytics & Business Intelligence Certification Aug 2023
- KPMG Data Analytics Consulting Virtual Internship Certificate Mar 2022
- Sololearn SQL Fundamentals Certification June 2020
- Jobberman Soft Skills Certification June 2020
- Management and Strategy Institute Project Management Essentials Certification May 2020

## VOLUNTEERING EXPERIENCE

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- Environmental Sanitarian, Africa Cleanup Initiative Aug 2020 – Present