EMELY MOKGADI MACHETE

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PROFILE

Junior Data Analyst with a Bachelor of Information Technology and strong hands-on experience in SQL, Excel, Power BI, and Python-based data analysis. I am skilled in cleaning, validating, and analyzing structured datasets to uncover trends, identify risks, and support business decision-making. Experienced in building end-to-end analytical projects covering data preparation, exploratory analysis, and insight-driven reporting. Seeking a graduate or junior data analyst role focused on business impact, data quality, and analytical rigor.

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TECHNICAL SKILLS

Data Analysis: Data cleaning, exploratory analysis, segmentation, KPI analysis, validation

SQL: Joins, CTEs, aggregations, window functions, analytical queries

Python: Pandas, NumPy, data cleaning, exploratory analysis, visualization

Power BI: Data modeling, DAX basics, dashboard development, business reporting

Excel: Pivot tables, lookups, data preparation, reporting

Tools: Git, GitHub, VS Code

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PROJECT EXPERIENCE

Customer Churn Analysis | Data Analytics Project (Python, SQL)

- Analyzed telecom customer churn data (7,000+ records) to identify churn drivers and risk patterns.

- Cleaned and transformed raw customer data using Python and SQL validation techniques.

- Performed exploratory data analysis to uncover relationships between churn, tenure, pricing, and services.

- Built churn risk segmentation (Low, Medium, High) to support business retention strategies.

- Created analytical visualizations and delivered actionable business insights.

Sales & Customer Performance Analysis | SQL & Power BI Project

- Designed complex SQL queries to analyze revenue trends, customer behavior, and product performance.

- Built interactive Power BI dashboards for KPI tracking and executive reporting.

- Delivered insight-driven dashboards for business decision-making.

Employee Compensation & Pay Equity Analysis | SQL Analytics Project

- Analyzed employee salary data using SQL to evaluate pay distribution and gender pay gaps.

- Identified risk compensation areas to support fair pay evaluation.

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EDUCATION

Bachelor of Information Technology (BSc IT) — North-West University | 2022 – 2025