# Emeka Ogbonnaya Ikechukwu

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## Professional Summary

I'm a highly motivated, detail-oriented, and very skilled Sales Data Analyst with a proven track record in interpreting sales data to drive strategic decision-making and enhance sales performance.

Skilled in leveraging advanced data analytic tools, including Microsoft Excel, Google Sheets, Google Studio,Power BI, and SQL, to extract actionable insights and optimize CRM data. Seeking an opportunity to contribute my expertise to a dynamic sales operations team and drive measurable improvements in sales strategies.

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## Experiences

**Data Analysis Intern | Exelerate | Link**

April – June 2024

- Collected and cleaned student's datasets to prepare them for analysis.
- Used Google Data Studio to build dashboards that highlighted key performance metrics.
- Supported the team's data analysis to improve reporting accuracy.

**<u>Project Experience</u>**

**Onyx Christmas Sales and Trends | [Link](Link)**
**February 2nd - February 15th 2024**

- Analyzed seasonal sales data for Onyx, revealing key holiday trends that contributed to improved inventory management and marketing strategies.
- Utilized Power BI to calculate sales metrics, identify peak days, and highlight top-performing products using line and bar charts.
- Created a dynamic dashboard to communicate findings effectively and optimize future holiday campaigns..

**Emyike90 Insurance Company | [Link](#)**
**November - December 2023**
- Analyzed claims and policyholder trends, uncovering high-claim risk zones and driving a 15% improvement in claims processing times.
- Leveraged Power BI to create visualizations, including heatmaps and KPIs, that showcased gaps in service delivery.
- Provided recommendations to stakeholders to optimize operational efficiency and enhance customer experience.

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**Auto Sales Company | [Link](#)**
**August 20th - September 6th 2023**
- Analyzed dealership data using SQL to uncover sales patterns, identifying a 20% sales spike in SUVs during summer months.
- Utilized advanced SQL techniques like CTEs, joins, and aggregate functions to calculate sales metrics and answer critical business questions.
- Summarized insights in a report that guided the company in optimizing inventory and marketing strategies..

**Olist E-commerce Platform | [Link](Link)**
**March - April 2023**

- Analyzed the sales data for this platform and extracted valuable insights to helped Olist take over 14% of the total market share.
- Utilized Excel formulas and functions such as SUM, COUNT, MAX to help calculate sales matrices, and better understand the dataset to answer business questions.
- Visualized the data using charts, and built a dashboard to help me communicate its trends and insights.

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**BOA Customer complaint Analysis | [Link](Link)**
**December 2024 - January 24, 2025**

- Analyzed over 5 years of customer complaints to identify trends and evaluate response effectiveness, contributing to a 66% resolution rate.
- Utilized Power Query for data cleaning and tools like Power BI to create interactive dashboards, including line charts, tree maps, and stacked area charts.
- Delivered actionable insights into response timeliness and recurring issues, helping BOA improve customer service processes.

**Education**
National Open University Nigeria
Bachelor of Science in Marketing, 2021 - 2025.

**Certifications**

- Mastering Power BI Fundamentals | [Link](#)
October - December 2023

- Theoretical and Practical SQL | [Link](#)
June - August 2022

- Introduction to Microsoft Excel | [Link](#)
March - June 2022

- Data Visualization Essentials with Power BI | [Link](#)
December 2$^{nd}$ - December 28$^{th}$ 2023

- Google Data Analytics Professional | **[Link](#)**
2024 - 2025

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**Soft Skills**
- Critical thinking
- Problem-solving
- Analytical thinking
- Excellent communication skills
- Effective time management
- Multilingual proficiency
- Attention to detail

**Technical Skills**

- Microsoft Power BI
- Microsoft Excel
- Microsoft SQL
- Google Sheets
- Google Data Studio
- Google Analytic
- Data Modelling
- Data collection and analysis