

Emeka Ogbonnaya Ikechukwu

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Professional Summary

Data-driven Marketing Analyst with experience in campaign analysis, data visualization, and modeling. Skilled in SQL, Google Sheets, Google Studio, Excel, and Power BI, with a track record of uncovering actionable insights to drive user acquisition and retention. Motivated about solving complex problems and optimizing strategies in dynamic environments.

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.

Project Experience

Onyx Christmas Sales and Trends | [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](#)

March - April 2023

- Analyzed the sales data for this platform and extracted valuable insights to help 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](#)

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 2nd - December 28th 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