
OGBONNAYA EMEKA

Business Intelligence Analyst

No. 3 Hansel Line, Tire Dealers And Accessories Market, Zuba.

Summary

Data Analyst with hands-on experience in analyzing datasets and creating visuals using Excel, Tableau, and Power BI. Passionate about finding patterns in data and presenting them in ways that are easy to understand. Skilled at transforming raw data into actionable insights for decision-making.

Experience

Data Analysis Intern – Exelerate

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.

Personal Projects

Onyx Christmas Sales and Trends - 2023

- Analyzed sales data for Onyx Christmas and Black Friday activities, identifying customer buying patterns and behavioral changes.
- Utilized Power BI to visualize findings and enhance stakeholder understanding.
- Increased product distribution efficiency by 40%, resulting in improved profitability during peak sales periods.

Emyike90 Insurance Company - 2023

- Utilized SQL queries like SELECT and FROM statements to manipulate and extract data from Emyike90 Insurance Company's database.
- Collaborated with a team member(A friend) to prepare and plan on what is required to move the personal project forward.
- Conducted comprehensive analysis of large datasets to identify fraudulent claims.
- Presented findings to management, contributing to enhanced risk management practices.

Auto Sales Company - 2023

- Utilized Power Query to clean and analyze sales data, identifying trends and areas for improvement.
- Developed interactive dashboards in Power BI to track sales performance and inform strategic decisions.
- Presented actionable insights to stakeholders, resulting in a 20% increase in car sales.
- Employed VERTIPAQ Power Query to clean the dataset, ensuring that its free from errors, inconsistencies, duplicates, inaccuracies to allow smooth analysis process.
- Accurately analyze the data, resulting in a 30% reduction in fraudulent claims.

Olist E-commerce Platform - 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.

Education

- National Open University Nigeria

Bachelor of Science in Marketing, 2021 - 2025.

Certifications

Mastering Power BI Fundamentals

ForesightBI.com.ng, 2023 (Oct-Dec)

Theoretical and Practical SQL

Simplilearn.com, 2022 (Jun-Aug)

Introduction to Microsoft Excel

Simplilearn.com, 2022 (Mar-Jun)

Data Visualization Essentials with Power BI

ForesightBI.com.ng, Dec 2023

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

Websites:

My Portfolio

[Portfolio](#)

My LinkedIn

[LinkedIn](#)

My Twitter

[Twitter](#)

My GitHub

[Github](#)

Medium

[Medium Posts](#)