Enoch Kwadwo Aidoo

Power BI Developer

Personal Info

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Kumasi, Ghana

Qualities

- Curiosity
- Problem Solving
- System Understanding
- Technical Skills
- Analytical Thinking
- Problem Solving Skills
- Teamwork
- Initiative and Self-motivation
- Discipline and Resilient

Key Skills

Tools: Python, R, AWS, Microsoft Excel, Google Sheets, Power BI, SQL

Packages/Frameworks: NumPy, Pandas, Scikit-Learn, Matplotlib, Pytorch, Jupyter Notebook, Data Analysis
Classification Modeling, Deep Neural Networks, Regression Modelling, MLOPs, Computer Vision, Natural Language Processing, Recommendation Systems

Power BI Skills

- Dashboard Design & User Experience Optimization
- Advanced DAX calculations and measures
- Data modeling and relationship management
- Power Query for data transformationCross-platform data integration

About Me

A Data Analyst with about two years of professional experience specialized in transforming complex datasets into strategic business solutions. I've consistently delivered actionable insights that have driven key business decisions. Combining strong analytical skills with business acumen, I excel at identifying data patterns and translating them into clear, implementable strategies that solve real-world challenges.

Education

Bachelor of Science in Computer Science.   2023
KNUST, Ghana

Courses and Certifications

- **ALX Data Science**   June 2025
  Comprehensive program including Power BI development, SQL, data analysis, and machine learning
- **Google Data Analytics Professional Certificate.**   Present
- **AWS Machine Learning Foundation.**   Oct 2021
- **Machine Learning** (by Andrew Ng).   Present
  Offered by Stanford University on Coursera.
  AWS Certified Cloud Practitioner   Aug 2025
- **AWS Certified Solutions Architect**   Present

Projects

- **Leveraged SQL and Power BI skills to design interactive dashboards that visualized complex data patterns, generating actionable insights for downstream machine learning algorithms and business decision-making.**

- **Analyzed past market data and built a predictive model for quantitative finance with a validation MSE of about 0.998 to improve risk forecasting.**

- **Led SQL-based analysis of 60,000+ water infrastructure records to identify critical gaps in community water access, utilizing advanced SQL functions and data aggregation techniques to deliver actionable recommendations for infrastructure improvements and resource allocation.**
- **Built stakeholder-driven Power BI dashboards with advanced DAX calculations and multi-level drill-down functionality to track water project progress, budget performance, and community impact across national, provincial, and local levels.**

Work Experience

Data Analytics/AI/ML Engineer
    @Really Great Tech   November 2023 – October 2024

- Conducted Shapelet Analysis on trained machine learning models to interpret performance patterns and identify opportunities for optimization in the Theta Tech AI project.
- Created a dynamic Google Sheets pivot table to track projects, employee assignments, and mentorship relationships for improved team visibility.

Data Scientist
    @Freelancer (ALX venturers)   September 2024 – Present
Led a freelance team to analyze tourist consumer behavior using advanced data analytics techniques to uncover trends and patterns and built a predictive model to forecast revenue and optimize customer pricing strategies for a tourist agency.