**Olufunsho Peters**

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Proficient in Python, SQL, Tableau, and R, with a proven track record of translating complex datasets into actionable business insights. Skilled in identifying trends, conducting exploratory and statistical data analysis, and developing data-driven solutions to enhance organizational decision-making.

**Skills & Qualifications**

* 7 Years experience with front & backend development
* Proficiency in Python, SQL, Tableau, Power BI, and R.
* Experience in data visualization and dashboard creation.
* Strong analytical and problem-solving abilities.
* Effective communication skills, capable of conveying complex data insights.

**Data Analytics Stack**

* **Data Analysis**: Skilled in exploration data analysis and regression analysis
* **Languages**: Python, R, JavaScript, SQL
* **Data Visualization Tools:** Proficient in Tableau & Power Bi
* **Machine Learning Models:** Regression (linear, logistic), Naïve Bayes, decision trees, random forest, AdaBoost, XGBoost

**Projects**

* **Adventure Works Sales Dashboard Development:** Building interactive Power BI dashboards for sales analysis using SQL cleansed data.
* **Predicting Employee Turnover at Salifort Motors:** Analyzing Salifort Motors' HR data to model and predict employee turnover, enhancing retention strategies.

**Work History**

**Data Analyst Intern**

JEWIN Women 2 Women Charity, Witney, Oxfordshire, UK

MAY 2023 - PRESENT

Engaged in transforming data into strategic insights to support fundraising and operational decisions. Focused on customer segmentation and visual data representation to enhance marketing and donor engagement efforts.

* Developed algorithms for customer segmentation using Python, enhancing targeted marketing efforts.
* Initiated a predictive analysis project for donor trends, increasing fundraising efficiency by 30%.
* Streamlined data reporting processes, reducing time spent on data compilation by 40%.

**Marketing Data Analyst**

S29 Digital Marketing Agency, Lagos, Nigeria

JAN 2019 – MAY 2023

Drove marketing strategies through insightful data analysis and visualization. Specialized in automating data processes and optimizing digital marketing campaigns, significantly improving client engagement and cost-efficiency.

* Led data-driven marketing campaigns, resulting in a 20% increase in client engagement and conversions.
* Automated data collection and reporting processes, enhancing efficiency and accuracy.
* Implemented a new customer data platform, improving data accuracy and accessibility for marketing teams.
* Analyzed and optimized digital ad spending, leading to a 25% reduction in cost per acquisition.

**SEO Data Analyst with Visualization Focus**

Afrotourism West Africa, (Tourism Marketing Agency)

AUG 2015 – NOV 2018

* Utilized data visualization tools to present SEO insights, resulting in a 40% improvement in organic traffic.
* Led data-driven marketing campaigns, resulting in a 20% increase in client engagement and conversions.