Artifact Prefaces – Grace Adaji

# 1. Resume

This resume highlights my 20+ years of cross-functional experience in business analysis, customer service, billing operations, and financial services. It includes measurable achievements and technical proficiencies in Python, Excel, Tableau, and SAS, reflecting my ability to lead teams and deliver data-driven results.

# 2. RBC Churn Analysis (Group SAS Project)

This group project, completed in the BA706 course, involved customer churn analysis for RBC using SAS Enterprise Miner. As a team, we applied data cleaning, variable selection, and predictive modeling. I contributed significantly to data preprocessing and evaluation. The project reflects my ability to collaborate effectively and apply SAS tools to real-world business problems.

# 3. SAS Predictive Modeling (Personal Project)

This personal project demonstrates my individual use of SAS Enterprise Miner to explore predictive modeling techniques such as Decision Trees, Neural Networks, and Regression. It showcases my independent problem-solving skills and comfort with machine learning pipelines in SAS.

# 4. Google Analytics 4 Certificate

This certificate reflects my foundational knowledge of Google Analytics 4, including user behavior tracking, funnel analysis, and interpreting marketing performance data. It demonstrates my ability to work with digital analytics platforms.

# 5. Python Project – Logistic Regression (Personal)

This personal project uses logistic regression for binary classification. I used Python libraries such as pandas, scikit-learn, and matplotlib to perform preprocessing, modeling, and model evaluation. It reflects my ability to implement statistical models using Python.

# 6. Power BI Certificate – Data Visualization (Personal)

This certificate confirms my training in Microsoft Power BI, including Power Query, DAX, and interactive dashboard creation. It demonstrates my ability to extract and visualize business insights for decision-making using modern BI tools.