

# Afeez Ayedara

## DATA ANALYST

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Results-driven Data Analyst with two years of experience in data analysis, visualization, and presentation. Possesses a strong foundational knowledge of communication technology. Proficient in Microsoft Excel for generating reports and graphs and creating visual representations of data through charts, graphs, and infographics. Skilled in data cleaning, Python programming, and statistical analysis. Demonstrates excellent problem-solving and analytical skills, with a proven ability to extract key insights from complex datasets. Additionally, proficient in utilizing SQL queries and tools for data extraction and analysis.

## SKILLS

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| <ul style="list-style-type: none"><li>• Data Analysis</li><li>• Data Cleaning</li><li>• Statistical Analysis</li><li>• Data Mining</li><li>• Data Storytelling</li><li>• Structured query language (SQL)</li></ul> | <ul style="list-style-type: none"><li>• Data Visualization and Presentations</li><li>• Python Programming</li><li>• Analytical Problem Solving</li><li>• Query Tools</li><li>• Web Scraping</li><li>• Excel Functions</li></ul> |
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## WORK EXPERIENCE

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### DATA ANALYST

**Freelance** | Remote, LAGOS

*November 2023 - Present*

- Utilized Microsoft Excel to generate reports and graphs from intricate datasets.
- Created visual representations of data with charts, graphs, or infographics.
- Developed and maintained databases to store, track, and analyze customer data.
- Designed and developed reports and analytics using Looker Studio and Power BI.
- Extracted key observations and insights from internal and external data sources to drive decision-making using Python.
- Used automated reports to help stakeholders understand complex data.
- Utilized SQL queries to extract relevant data from databases for analysis purposes.

### CUSTOMER EXPERIENCE ANALYST INTERN

**Tizeti** | Lekki, LAGOS

*June 2023 - November 2023*

- Gathering customer feedback through surveys, reviews, social media interactions, website analytics, CRM data, and other channels.
- Using statistical methods to identify trends, patterns, and correlations within customer data to pinpoint pain points and areas of high customer satisfaction.
- Visualizing the customer journey across all touchpoints to identify potential friction points and opportunities for optimization.
- Analyze performance data to identify areas for improvement and propose and implement best practices to enhance operational efficiency.

- Presenting findings and actionable insights to relevant stakeholders, including marketing, product development, and customer service teams.
- Monitoring key customer experience metrics like customer satisfaction score (CSAT), Net Promoter Score (NPS), and customer churn rate.
- Proposing data-driven strategies to enhance customer experience based on analysis results .

## PROJECTS

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### FARM CATFISH COST & SALES DASHBOARD (DEPLOYED VIA LOOKER STUDIO)

[Link](#)

- Designed and deployed three interactive dashboards (Sales, Cost, Trends) in Looker Studio, consolidating farm data to track KPIs like total sales (1.87M), expenses(#943,840), and profit (1.87M), expenses(#943,840), and net profit (#932,560).
- Identified **49.7% profit margin** through cost optimization analysis, highlighting feed procurement (Skretting: 64% of feed costs) as the largest expense driver.
- Reduced manual reporting by 80% by automating data integration for **1,474 fish batches**, tracking feed consumption (756kg total), and batch performance (Batch C: #538,840 spent for 401kg feed).
- Proposed cost-saving opportunities by analyzing transportation expenses (#20,000) and recommending bulk purchasing for high-cost feeds (Aller aqua, Skretting).

### AMERICA STD TRENDS DASHBOARD (DEPLOYED VIA POWER BI)

[Link](#)

- Developed an **interactive Power BI dashboard** analyzing 18 years (1996–2014) of U.S. STD data, visualizing trends across 57B population records and 26M STD cases to support public health decision-making.
- Identified **Chlamydia as the dominant STD** (14.3M female cases vs. 4.6M male cases), emphasizing the need for targeted female-focused screening programs, particularly for ages 15–24.
- Revealed **male vulnerability to Syphilis**, with rates per 100K population 34% higher than females, prompting recommendations for gender-specific prevention campaigns

### SALES DATA ANALYSIS & CLEANING (DEPLOYED VIA PYTHON)

[Link](#)

- Conducted **end-to-end data cleaning** on a 1,000-row sales dataset, addressing missing values and inconsistent data types.
- Identified **top-performing sales managers** and **most loyal customers**, enabling targeted retention strategies.
- Performed **statistical analysis** (Pearson correlation, ANOVA, t-tests) to uncover relationships, such as a **strong correlation (0.99)** between order value and cost, and no significant refund differences between France and Sweden (p-value: 0.52).
- Visualized key insights using **Seaborn and Matplotlib**, including heatmaps for sales manager performance and KDE plots for cost distribution, enhancing data-driven decision-making for stakeholders

## EDUCATION

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### BACHELOR OF SCIENCE (B.S.) IN COMPUTER SCIENCE(2.1)

Kwara State University, Malete, Kwara

Oct 2022

## CERTIFICATIONS

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- [ude.my/UC-6cf78760-35d6-40a9-b7da-1612de6b231b](https://u.de.my/UC-6cf78760-35d6-40a9-b7da-1612de6b231b)
- [ude.my/UC-e939ba53-48b9-4e64-8c4a-e07f0fc88a85](https://u.de.my/UC-e939ba53-48b9-4e64-8c4a-e07f0fc88a85)
- [ude.my/UC-84078fd9-4f96-44d4-9f9a-780cb991eee4](https://u.de.my/UC-84078fd9-4f96-44d4-9f9a-780cb991eee4)