

EKPITE JENNIFER OGHENETEJIRI

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PROFILE SUMMARY

Data Analyst with practical experience in data cleaning, transformation, visualization, and reporting using Excel, Power BI, and SQL. Completed 20+ analytical projects involving sales analytics, marketing, HR attrition analysis, customer feedback insights, and performance dashboards. Skilled in turning messy data into actionable insights that inform business decisions.

Data Analyst Instructor

Zacrac Learning — Akure, Ondo State

2024 – 2025

- Delivered beginner-to-advanced training in **Excel, and Power BI**, ensuring students mastered core analytical concepts.
- Facilitated project-based learning covering data cleaning, transformation, dashboards, storytelling, and reporting.
- Mentored over 20 students on creating their LinkedIn profile, and portfolio building.
- Conducted live demonstrations of Excel formulas (TEXT, DATE & TIME, LOGICAL, & LOOKUP FUNCTIONS), Power Query, and DAX functions.
- Supported course redesign to integrate more hands-on exercises, improving student outcomes and engagement.
- Provided continuous assessments and feedback tailored to improving technical competence and confidence.
- Foster an inclusive learning environment, encouraging participation and knowledge sharing.
- Successfully trained **over 20 students** with excellent feedback for simplifying complex concepts.

Data Analyst Intern

MeriSkill & Excelerate — Remote

2023 & 2024

- Conducted sales analysis that contributed to a **30% boost in business growth** through actionable insights.
- Collaborated with cross-functional teams to deliver data-driven solutions to operational problems.
- Analyzed marketing datasets to generate insights that led to a **50% increase in customer patronage**.
- Prepared reports and presentations summarizing findings for stakeholders and executives.

PROJECTS

- Built and managed a functional **e-commerce SQL database**, connected it to Power BI, and created real-time dashboards.
- Analyzed 15+ datasets using Excel PivotTables, Power Query, charts, and storytelling techniques.
- Designed **10+ visually appealing Power BI dashboards** with dynamic buttons, bookmarks, and DAX-driven KPIs.
- Successfully solved **50+ SQL queries** using joins, aggregations, filters, subqueries, and CTEs.

EDUCATION

Bachelor of Arts in Mass Communication – University of Nigeria, Nsukka 2011-2015

CERTIFICATIONS & TRAINING

- Data Analysis & Visualization – DigiGirls UK Aids Foundation 2022
- Python for Data Analysis – 3MTT 2023
- Diploma in Data Analysis – Base University (IDEAS) 2024

SKILLS

- **Tools & Tech:** Excel • Power BI • SQL • Google Sheets • Canva • Power Query
- **Core Skills:** Data Cleaning • Data Visualization • Dashboard Development • Reporting
- **Soft Skills:** Critical Thinking • Problem Solving • Communication • Attention to Detail
- **Typing Speed:** 65 wpm