

KELVIN ATUOBI

Data Analyst

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CAREER SUMMARY

Detail-oriented and results-driven Data Analyst with strong skills in data cleaning, statistical analysis, and data visualization. Proven experience in transforming raw data into actionable insights to support strategic decision-making. Proficient in SQL, Python, Excel, Tableau, and Power BI. Passionate about solving real-world problems with data and driving business performance through analytics.

EXPERTISE

Data Cleaning & Preparation | Statistical Analysis | SQL & Database Management | Data Visualization | Business Intelligence & Reporting | Predictive Modelling | Communication & Data Storytelling | Tools & Technologies

TECHNICAL SKILLS

Programming Languages | Data Analysis & Manipulation | Databases | Data Visualization | Version Control

PROFESSIONAL EXPERIENCE

FREELANCE DATA ANALYST | Self Employed | Accra, Ghana Jan 2025– Present

- Designed a Power BI dashboard for a small retail business to track daily sales, inventory, and customer feedback.
- Cleaned and merged sales and customer data from multiple sources, improving reporting quality.
- Provided actionable insights that helped the business optimize stock levels and increase revenue by 10%.

JUNIOR DATA ANALYST | Capstone Project | Accra, Ghana Dec 2024 – Jan 2025

- Analyzed student performance data to identify factors affecting academic outcomes using statistical methods.
- Built a predictive model with Scikit-learn to forecast student dropout risk with 85% accuracy.
- Visualized insights with Matplotlib and Seaborn, creating easy-to-understand charts for stakeholders.
- Delivered a final report with recommendations adopted by faculty for academic support initiatives.

INTERN | JoeyTech Lab Company Limited | Accra, Ghana Jan 2025 – May 2025

I collected, cleaned, and analyzed large datasets using Python (Pandas) and SQL to ensure accurate weekly business reports, developed interactive dashboards in Tableau and Power BI to track sales KPIs and customer trends, and automated routine data tasks with Python scripts, saving time and boosting efficiency by 30%. I also presented clear, actionable insights to senior management, which helped improve marketing campaign performance by 15%.

EDUCATION

BACHELOR'S DEGREE | Information Technology | University of Professional Studies 2025 – 2029