

# JOY ADIKE

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## SUMMARY

Detail-oriented entry-level Data Analyst with a strong foundation in data visualization, statistical analysis, and predictive modeling. Skilled in leveraging advanced Excel, SQL, and Python techniques to extract meaningful insights from complex datasets. Adept at using data-driven approaches to solve business challenges and improve operational efficiency. Passionate about learning and staying updated with the latest industry trends and tools. Eager to contribute to a dynamic team, bringing fresh perspectives, and insights.

## SKILLS

Analytical thinking, Problem-Solving, Attention to Detail, Communication, Collaboration, Adaptability, Time Management, Ethical Judgement, Critical Thinking, Curiosity, and Continuous Learning.

## TECHNICAL TOOLS

Excel, SQL, PostgreSQL, Power BI, Tableau, Python, GitHub.

## EXPERIENCE

### Data Analytics Intern

GinyVerse

March 2024 - Present

- Analyzed user engagement data to identify trends and patterns, providing actionable insights that improved app features and increased user retention.
- Collaborated with cross-functional teams to develop dashboards that visualized key performance metrics, enabling data-driven decision-making for marketing and product development.
- Conducted A/B testing on app interfaces and user flows, using data to optimize the user experience and enhance overall satisfaction.

### Social Media Manager

truQ

May 2022 - September 2022

- Developed and implemented data-driven content strategies, leveraging insights from SEO metrics and user engagement data to optimize social media performance.
- Utilized analytical tools such as HubSpot and Meta Business Suite to track, monitor, and interpret social media metrics, providing actionable insights to enhance campaign effectiveness.

### Communication Specialist Intern

HELP

November 2021 - July 2022

## EDUCATION

### University of Lagos

Bachelor of Science in Industrial Mathematics

Lagos, Nigeria

August 2024

## CERTIFICATIONS

- Data Analytics | Coursera | Google
- ICT Fundamentals (IC<sup>3</sup>) | 2019; MS Word, MS-Excel, MS-PowerPoint, C#, internet, and Social Media basics.

## LEADERSHIP / VOLUNTEER EXPERIENCE

- **Queen Moremi Hall of Residence, University of Lagos**  
Social Secretary  
November 2023 - August 2024
- **University of Lagos, Science Students Association**  
Event Organiser  
September 2022 - June 2023
- **National Association of Mathematical Science Students (NAMSSN UNILAG)**  
Social Team Lead  
January 2021 - October 2021
- **EHI**  
Project Manager (volunteer)  
March 2022