Ladi Andrew

07857 444 890

Email: ladiandrew@gmail.com

Website: https://ladiandrew.online

Key Skills

- **Tech**: Office 365, Bash, Data entry, Excel, Python, MySQL, SQL MongoDB, API integration,Node.js, PHP, Node.js, Tableau
- **Soft skills:** Building strong rapport with cross-functional teams and stakeholders by actively listening. Applied problem-solving skills to resolve complex technical issues.

Projects

Bike Sales Excel Dashboard (Microsoft Excel)

- IBike Sales Excel Dashboard (Microsoft Excel)
- Developed an Excel dashboard for bike sales analysis, leveraging pivot tables with the following key metrics:
  - **Count of Purchased Bikes**: Analyzed the frequency of bike purchases based on various demographic and socio-economic factors.
  - **Average of Incom**e: Calculated the average income of customers to understand the purchasing power and market segmentations.
  - Distance per Customer: Evaluated the average distance travelled by customers, providing insights into potential market expansion or targeting.
  - **Commute Distance**: Examined the commuting distance of customers to identify potential market segments or geographical patterns.
  - Marital Status: Analyzed bike purchases based on marital status to tailor marketing strategies and product offerings.
  - **Sum of Income**: Aggregated total income to assess the overall revenue generated from bike sales.
- Utilized pivot tables to efficiently summarize and analyze sales data across multiple dimensions, including Marital Status, Gender, Income, Children, Education, Occupation, Home Owner, Cars, Commute Distance, Region, Age, and Age Brackets.
- Designed a dynamic Excel dashboard incorporating pivot tables to provide stakeholders with actionable insights and facilitate data-driven decision-making processes.

British Airways Tableau Project (Tableau Project)

- Developed a Tableau dashboard to analyze customer reviews and sentiment analysis for British Airways flights, enabling the airline to gain actionable insights into customer feedback.
- Utilized advanced Tableau features including:
  - **Average Custom Metric By Country (Map)**: Visualized average custom metrics by country using interactive maps, allowing for geographical analysis of customer sentiment.
  - **Average Custom Metric By Month (Line Chart)**: Created line charts to showcase average custom metrics over time, enabling trend analysis and seasonal pattern identification.
  - **Average Custom Metric By Aircraft (Dual Bar Chart)**: Implemented dual bar charts to compare average custom metrics across different aircraft types, aiding in performance evaluation and optimization.
- Building & Formatting the Dashboard: Integrated all components into a cohesive and user-friendly dashboard, incorporating custom parameters, calculated fields, and advanced filters to enhance interactivity and usability.
- Employed advanced text mining techniques and sentiment analysis algorithms to extract sentiments from textual reviews and classify them into positive, neutral, and negative categories.
- Designed interactive visualizations to present key findings, including sentiment distribution, common themes in customer feedback, and sentiment trends over time.

Airbnb Tableau Project (Tableau Public)
- Spearheaded an Airbnb data analysis project leveraging Tableau for visualization and insights generation.
- Led the process of extracting data from SQL databases and importing it into Tableau for analysis, ensuring data accuracy and integrity.
- Developed interactive visualizations to explore various aspects of Airbnb rental data, including:
  - **Revenue for Year**: Visualized the annual revenue generated by Airbnb listings, enabling stakeholders to track financial performance over time.
  - **Average Price per Bedroom**: Analyzed the average price per bedroom across different listings, providing insights into pricing strategies and market trends.
  - **Price By Region and Price By Zipcode**: Created interactive visualizations to compare rental prices across different regions and zip codes, facilitating geographical analysis and market segmentation.
  - **Bedroom Listing**: Developed visualizations to explore the distribution of bedroom listings and their impact on pricing, allowing for targeted marketing and pricing optimization strategies.
- Implemented linked filters to enable dynamic filtering and exploration across visualizations, enhancing user experience and enabling deeper insights into the data.
- Collaborated with stakeholders to understand requirements and tailor visualizations to address specific business questions and objectives, ensuring the project's relevance and impact.

Education & Training
January 2024, FreeCodeCamp
AlextheAnalyst FreecodeCamp Bootcamp 2024

October - February 2023, 16-Week Software Development Skills Bootcamp
Fundamentals of Web and Software Development (HTML / CSS, Javascript programming, Python modular programming, Responsive design, Software design system, UI/UX design principles, Back-end basics, RESTful API, Project building, Portfolio development, Version Control Git, Agile Methodology)

2017, Bachelor's Degree in Film Production
Forms of Documentary, Experimental Film, and Ideas into Film

Employment History
June 2021 – August 2022 – Account Assistant/ Receptionist Akdag & Co
- Implemented a new filing system, reducing the retrieval time of documents
- Supported the accounting team during month-end and year-end closing procedures, completing tasks ahead of schedule 90% of the time.
- Assisted in the preparation of quarterly budgets and annual forecasts, contributing to a 10% increase in budget accuracy.
- Mainly using VLOOKUP, MS Office suite

August 2019 – April 2021 – (Mid - Senior) Video Editor, Crep Protect
- Executed a collaborative effort with a local & international team to produce compelling cross-platform social content, contributing to a 50% increase in brand visibility and a 35% surge in social media conversions.
- Global travel initiatives to film at worldwide branches and partner locations, capturing footage that showcased the company's global presence, to organically increase brand recognition and a 10% rise in customer loyalty.
- Mainly using the Adobe suite (Photoshop, Premiere Pro, Audition, After Effects, Blender).
Achievements
- Coordinated with European partners such as Chausport, Couir, Adidas, and PresentedBy.

September 2020 – Present, Freelance Video Editor/Photo Assistant
- Lead marketing brands/agencies to deliver all-round social content. Using Premiere Pro and 3D software.
Achievements
- Brands included: TopBoy/Netflix, Boilerroom, Wonderlust Magazine, Boxpark, Fifa card, Hunter, New York Times, Tommy Hilfiger, and Sports Direct.