

Mkhululi Dama

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SUMMARY

- Skilled data professional with expertise in data analysis, statistical modelling and business intelligence using tools like **SQL, Excel, Python and Power BI**.
- Mathematical sciences graduate with hands-on Exposure to data analysis, data visualization and storytelling to deliver data-driven insights.
- Committed to driving impact in analytics and data science while expanding expertise in machine learning and AI.

TECHNICAL PROFICIENCY

Language & Frameworks: Python (Pandas, NumPy, Matplotlib), R, SQL.

Database & Platforms: MySQL, Microsoft SQL Server, Google sheets.

BI & Reporting Tools: Power BI, Excel (Advanced Functions, Pivot Tables, VBA, VLOOKUP), Microsoft suite.

Data Analysis & Statistical Skills: Descriptive & Inferential statistics, Time Series Analysis, Hypothesis Testing, Regression Market Research Analysis.

Soft Skills & Additional Competencies: Written Communication, Training, adaptability, Data governance and Presentation Skills, Problem-Solving.

PROFESSIONAL EXPERIENCE

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY | INTERNSHIP

Cape Town

Data Analyst

Jun 2021- Nov 2021

- Cleaned and analyzed Western Cape Education data across 7 years (2012–2019).
- Performed in-depth trend analysis using Excel and R to uncover performance patterns across districts.
- Presented findings to stakeholders, supporting smarter resource allocation to improve education outcomes.

SNA Civil and Structural Engineering Lab | Data Capturer

Mthatha

Lab Data Capturer

Jan 2023 – Dec 2023

- Recorded and maintained accurate laboratory test results for road construction material samples in Excel and internal databases.
- Verified and cross-checked data against source documents to ensure **100% accuracy** and compliance with quality control standards.
Collaborated with lab technicians to resolve discrepancies and clarify missing data.
- Ensured timely submission of reports to project managers, enabling informed decision-making and regulatory compliance.
- Supported data organization and retrieval for audits, reducing retrieval time by **30%**

CAPACITI | INTERNSHIP

Cape Town

Data Analyst

Dec 2024- Jul 2025

- Strengthening data analytics expertise by mastering data cleaning, standardization, and data quality improvement techniques.
- Explored the integration of **AI tools** into data analysis workflows to enhance efficiency and accuracy.
- Gained hands-on experience with **SQL (MySQL, Microsoft SQL Server), Excel, and Python** for data extraction, manipulation, and analysis.
- **Worked on** projects such as **sales data analysis, Public University Data** identifying trends and providing actionable insights to support decision-making.

PROJECTS

SHOPPING TRENDS ANALYSIS

March 2025-April 2025

- Analyzed USA sales data across 33 states and four seasons using Power BI, Excel, and SQL, driving a 135.76% revenue growth by uncovering key regional and seasonal trends.
- Built interactive dashboards with advanced DAX calculations and star schema data modeling to highlight top products, customer segments, and payment methods.
- Increased average customer spend by 42.4% by identifying high-demand categories and popular sizes.
- Delivered actionable insights that optimized pricing, inventory, and marketing strategies—boosting sales and reducing waste.

PUBLIC UNIVERSITIES DATA ANALYSIS

May 2025-June 2025

- Worked with a 25-table dataset on finances, graduation rates, and enrollments.
 - Integrated and cleaned data in Excel; used SQL to uncover insights on institutional efficiency and funding gaps.
 - Developed advanced Power BI dashboards with drill-down features for year-on-year comparisons across 20+ institutions.
 - Guided universities on budgeting, staffing, and enrollment by identifying funding and performance gaps.
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EDUCATION

CAPE PENINSULA UNIVERSITY OF TECHNOLOGY

Cape Town

Diploma in Mathematical sciences

Feb 2018- Nov 2021

- Course Work: Mathematics, Statistics, Programming & Data Management.

ST JOHN'S COLLEGE

Mthatha

Grade 12

2017

- Subjects: Mathematics, English & Physics.

CERTIFICATIONS

- Data Fundamentals for Business Enterprise – Coursera (2025) [Certificate](#)
- Power BI Dashboards– LinkedIn Learning, May 2025 [Certificate](#)
- Career Essential in Data Analytics – LinkedIn Learning, July 2025 [Certificate](#)
- SQL for Data Analysis – LinkedIn Learning, April 2025

REFERENCES AVAILABLE UPON REQUEST