Maj Okrikri
Data Analyst
LinkedIn | 204-441-3964 | majiri_ok@yahoo.com | Brandon, MB | Portfolio

Skills
- Tableau | Data Storytelling | Python | SQL | Data Visualization | Microsoft Excel | Reporting Automation | Data Cleaning |
- Microsoft Power Point | Power BI | Process Improvement | Customer Segmentation | Exploratory Data Analysis (EDA) |

Career Overview
Freelance data analyst with a computer science background, competent in delivering end-to-end data analysis, building dashboards and transforming data into insights using SQL, Excel and data visualization tools for small and mid-sized businesses across operations, marketing and consumer services.

Experience

Freelance Data Analyst   **Upwork**   **06/2025 – Present**
- Delivered end-to-end data analysis projects using SQL and Tableau to clean, validate and analyze datasets ranging from 10K – 15K+ records, enabling data driven decision making for small and mid-sized businesses.
- Designed and deployed interactive dashboards and automated reports in Tableau and Excel, tracking 10 -20 key performance indicators (KPIs), reducing manual reporting by 40%.
- Perform exploratory data analysis to identify trends, anomalies, and performance gaps in client's business.
- Collaborated directly with stakeholders to define requirements, success metrics and deliverables, consistently meeting deadlines and maintaining strong client satisfaction.

Shipper   **Saputo**   **08/2018 – Present**
- Process an average of 30+ outbound orders per shift by accurately picking, packing and labelling products in accordance with shipping standards, achieving a 99% shipment accuracy rate.
- Manage inbound inventory by receiving, verifying and placing products into designated warehouse locations, ensuring proper organization, traceability and First in First out (FIFO) stock rotation.
- Utilize warehouse management software to track inventory levels, process orders and generate shipping documentation, contributing to a 30% improvement in overall efficiency.

Education

Bachelor of Science   **Brandon University**   *Brandon, MB*   **Graduated 2023**
- Major: Computer Science

Projects

- **Customer Segmentation with SQL:** Conducted a customer segmentation analysis using the RFM (Recency, Frequency, Monetary) framework by analyzing transactional data with SQL to classify customers based on purchasing behavior. Identified high-value customer segments and spending patterns and translated insights into actionable recommendations to support targeted marketing, improve customer retention, and optimize resource allocation.

- **Supply Chain Analysis with Excel:** Analyzed supply chain data using advanced Excel techniques, including PivotTables and data visualization, to evaluate performance across key supply chain stages. Identified bottlenecks and operational inefficiencies and delivered data-driven recommendations to improve process efficiency and support informed decision-making in operations management.

- **Travel Analytics Insights:** Analyzed customer demographic, behavioral, and sales interaction data for a tourism company to uncover insights into traveler preferences and purchasing patterns. Built a management-level dashboard and a concise slide deck to communicate key findings, enabling improved customer understanding, more targeted marketing and sales strategies, and data-driven product design and positioning.

- **Telecom Customer Churn Analysis:** Analyzed customer conversion and retention data to identify key factors influencing churn within a telecom business context. Compared behavioral and service-related patterns between churned and retained customers and developed a Tableau dashboard to visualize insights for management, supporting data-driven strategies to improve customer retention and customer satisfaction.