

MAJIRI OK

Data Analyst

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Brandon, MB, CA



SUMMARY

Detail-oriented Data Analyst with a Bachelor's degree in Computer Science and a passion for leveraging data to drive decision-making. Proficient in data analysis, skilled in utilizing Excel, SQL, and data visualization tools to extract insights and present findings effectively. Continuously upskilling through personal projects, online courses, and active engagement on LinkedIn. Strong communicator with a collaborative mindset. Committed to life-long learning and continuous improvement.

EDUCATION

Brandon University

B.SC. 4Yr Computer Science
2018 - 2023

SKILLS

- Conducting exploratory data analysis to uncover patterns and derive insights that drive business strategy.
- Proficient in SQL for data querying, Excel for report creation, and Tableau for creating interactive visualizations.
- Translating business requirements into analytical solutions, ensuring alignment with business goals.

CERTIFICATIONS

- Google Data Analytics Professional Certificate (Coursera)
- Thinking Like An Analyst (Maven Analytics)
- Excel Formatting Tips (Maven Analytics)
- Excel Charts & Graphs (Maven Analytics)

PROJECTS

Customer Segmentation Analysis with SQL

- Conducted a comprehensive customer segmentation analysis using the RFM (Recency, Frequency, Monetary) model to categorize customers based on their purchasing behavior.
- Leveraged SQL to analyze transaction data, identifying high-value customer segments and uncovering patterns in spending habits.
- I provided actionable insights to optimize marketing strategies, improve customer retention, and allocate resources more efficiently.

Supply Chain Analysis with Excel

- I analyzed supply chain data to identify key insights and opportunities for optimization.
- I utilized advanced Excel techniques, including pivot tables and data visualization, to explore various supply chain stages.
- The project focused on understanding bottlenecks, inefficiencies, and potential areas for improvement.
- I proposed strategic recommendations to enhance supply chain efficiency and support data-driven decision-making in operations management.

Adidas Sales Analysis with Excel

- Conducted a comprehensive analysis of Adidas sales data using Excel.
- I leveraged Excel's data manipulation and visualization tools to uncover key insights into sales performance, trends, and patterns.
- I highlighted useful information that can drive strategic decision-making and enhance business outcomes for Adidas.
- I built a dashboard to present my findings