

# MARIAM ADEOLA ABASS

GitHub  
LinkedIn

Email: [mariamadeola17@gmail.com](mailto:mariamadeola17@gmail.com)  
Mobile: +234 81 44497553

## EDUCATION

University of Port Harcourt  
B.Sc. Biotechnology

Rivers State, Nigeria  
Jan. 2019 – Dec. 2023

## SKILLS SUMMARY

### Tools:

- Excel,
- Power BI,
- Tableau,
- MySQL,
- Microsoft Office Suites

### Soft skills

- Problem solving
- critical thinking,
- stake holder management,
- excellent communication,
- time management,
- attention to details,
- storytelling.

## WORK EXPERIENCE

SECRETATY |AUSTINO REASEARCH AND ANALYSIS LAB.| DEC. 2021 – FEB. 2023

- Managed documentation of environmental reports, sample logs, and test results
- Supported scientists in preparing technical reports and regulatory submissions
- Maintained inventory of lab supplies and coordinated procurement
- Handled correspondence, emails, and internal communications
- Assisted with audit preparation and regulatory compliance documentation
- Coordinated staff training and safety briefings
- Improved administrative workflow and recordkeeping efficiency

DATA ANALYST |AERNINGS ENTERPRISES LTD| SEP. 2024 – JULY 2025

- Analyzed sales data using Excel and SQL to uncover trends and performance gaps
- Built interactive dashboards in excel and Power BI to track KPIs and sales metrics
- Cleaned and structured large datasets for accurate and timely reporting
- Delivered insights that optimized pricing, targeting, and sales strategies
- Automated weekly and monthly reports, reducing manual workload by 40%
- Collaborated with sales and marketing teams to evaluate campaign impact
- Ensured data accuracy through validation checks and quality control processes

## PROJECTS

### Sales Performance Analysis|

- Analyzed the company's growth rate, revealing a satisfactory growth rate and potential for further expansion.
- Conducted an in-depth analysis of the company's branch operations, identifying areas for improvement and opportunities for growth.
- Discovered an underperforming branch with low sales despite being operational and recommended closing it and opening a new one, at location where sales are robust and growth is rapid.
- Data driven recommendations given result in a 10-20% increase in sales performance

### Conversion Rate Analysis|

- Compared conversion rates among sales persons to identify top performers and areas for improvement
- Conducted in-depth analysis using statistical method to understand the impact of specific variables on sales conversion rates, enabling targeted improvements
- Analyzed the impact of location, gender, and other factors on sales outcomes

### Sales Profit Analysis|

- Identified and comprehended key factors affecting sales profit performance through thorough analysis
- Conducted in-depth analysis revealing about 49% poor performing state branches despite being actively operational which is one of the factors affecting sales profit of the store.
- Enhanced store improvement and growth by 25% through accurate insights and recommendations

## CERTIFICATES

### Professional Data Analyst|

- Proficient in writing complex queries to extract, filter and manipulate data from relational databases
- Developed strong understanding of joins, subqueries, aggregation and window functions
- Developed interactive dashboards and data visualizations to support data-driven decision-making
- Demonstrated ability to communicate insights visually using charts, maps, lines and storytelling dashboards.

### Linear Regression for Business Statistics|

- Gained comprehensive understanding about mean centering of variables in a Regression model
- Building confidence bounds for predictions using a Regression model
- Transformation of variables
- The log-log and semi-log regression models

### Ask Questions to Make Data-Driven Decisions|

- Gained an understanding of data-driven decision-making and how data analysts present findings.
- Explored a variety of real-world business scenarios as an example of questioning and decision-making.
- Examine the key ideas associated with structured thinking and how they can help analysts better understand problems and develop solutions.

### Foundations: Data, Data, Everywhere|

- Learnt about key analytical skills (data cleaning, data analysis, data visualization) and tools (spread sheet, SQL, Tableau)
- Discovered a wide variety of terms and concepts relevant to the role of a data analyst
- Conducted an analytical thinking self-assessment