MARIAM ADEOLA ABASS

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EDUCATION

University of Port Harcourt   Rivers State, Nigeria
B.Sc. Biotechnology   **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

SECRETARY |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 ENTERPRISE LTD| **SEPTEMBER 2024**
- 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
- Data driven recommendations given result in a 20-30% 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
- Enhanced store improvement and growth by 25% through accurate insights and recommendations

CERTIFICATES

Professional Data Analyst|

- Proficient in writing complex queries to clean, extract, filter and manipulate data from relational databases
- Developed strong understanding of joins, subqueries, aggregation and window functions
- 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

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