OBOT MBOTOBONG MONDAY

Email: Obotmonday680@gmail.com

LinkedIn | linkedin.com/in/mbotobong-obot-6001851a4

Portfolio | https://mondaytheanalyst.github.io

Mobile: +234 808 254 6474

PROFESSIONAL SUMMARY

Results-driven Data Analyst with a strong background in marketing analytics, customer behavior insights, and business intelligence. Adept at leveraging SQL, Power BI, and Excel to uncover patterns that drive strategic decisions. Experience spans eCommerce, digital marketing campaigns, customer segmentation, and reporting dashboards. Strong communicator, effective collaborator, and detail-oriented problem solver, with proven success in cross-functional, remote environments. Experienced in building executive dashboards, supporting customer-facing teams, and delivering insight-driven reports that improve user engagement and operational efficiency.

EDUCATION

University of Calabar   Cross River, Nigeria

Bachelor of Science - Economics, Second Class (Upper Division)   *March 2021*

SKILLS SUMMARY

- SQL, Excel, Power BI, Tableau, Python (intermediate), IBM Cognos
- Pandas, matplotlib, Jupyter Notebook, GitHub, Google Workspace
- Data Cleaning, Reporting Automation, Dashboard Design, KPI Analysis
- Customer Segmentation, Financial Analysis, Operational Monitoring
- Stakeholder Communication, Hybrid Project Coordination
- Data Storytelling**,** Lifecycle Analytics**,** Customer Support Metrics.
- BI Reporting**,** Retention & Engagement Analysis**,** Cross-Functional Collaboration.

WORK EXPERIENCE

Data Analyst & Project Manager | Blvck Code Automations (Hybrid, Lagos)   *January 2025 –May 2025*

- Oversaw end-to-end analytics and project delivery for 13+ smart home system implementations.
- Designed marketing dashboards that visualized campaign performance and customer touchpoints.
- Delivered presentations and reports to senior stakeholders and clients using visuals and storytelling
- Designed and maintained scalable reporting systems, decommissioning outdated trackers for streamlined operations.

Data Analyst | Blvck Code Automation (Hybrid, Lagos)   *May 2023 – December 2024*

- Collaborated with 3+ cross-functional teams to gather requirements, define project scopes, and ensure alignment with business objectives, fostering effective teamwork and project success.
- Tracked and resolved inconsistencies in performance metrics and reporting delays to maintain clean, auditable datasets.
- Conducted in-depth market research and analysis, resulting in the identification of 8+ key trends and insights that informed strategic decision-making processes.
- Collaborated with the sales and engineering teams to analyze conversion rates and performance KPIs.

Junior Data Analyst (Contract) | Rebel (Lagos, Remote)   *January 2022 – February 2023*

- Implemented process improvements and automation solutions, resulting in a 15% increase in productivity.
- Created dashboards to track category performance and seasonal trends, supporting marketing decisions.
- Monitored customer behavior trends and churn risk through category performance dashboards.
- Supported CX team with metrics for onboarding, seasonal trends, and customer engagement insights.

Data Analyst Intern | Rebel (Lagos, Remote)   *February 2021 – December 2021*

- Cleaned and structured raw sales datasets to build weekly performance trackers.
- Conducted exploratory analysis on consumer segments and region-based product performance.

SELECTED PROJECTS

- **Oakcrest Medical Dashboard (Power BI):** Developed a hospital analytics dashboard to track patient admissions, billing recovery, and repeat procedures (2022 – 2025).
- **Kolokart SQL + Power BI Project**: Created an e-commerce BI database and dashboard with 24+ SQL business queries covering revenue, CLV, product adoption, and customer retention trends.
- **Retail Sales Analysis (SQL + Excel):** Answered 15 strategic business questions using SQL logic, Excel visuals, and calculated inventory risk.
- **EDU_SCHOOL_DB**: Designed and normalized a relational database for student management with queries for enrollment, instructor loads, and course insights.

CERTIFICATES

IBM Data Analyst Professional Certificate – Coursera   *May 2025*

- Completed an 11-course program covering SQL, Excel, Python, Cognos, and data visualization techniques.
- Built real-world projects and dashboards using IBM tools and datasets across various industries.

SQL Masterclass for Data Analysis (Udemy)   *September 2024*

- Mastered complex SQL queries including joins, aggregation, CTEs, and subqueries.
- Applied SQL on relational datasets to extract trends, KPIs, and decision-ready insights.

IBM Introduction to Relational Databases – Coursera   *June 2025*

- Understood relational design, normalization, and the relationship between tables.
- Built and queried structured database tables using SQL.

Data Analysis Essentials Using Excel (Udemy)   *October 2024*

- Learned pivot tables, dynamic charts, lookup functions, and dashboard design.
- Used Excel for data preparation, KPI automation, and executive summary reporting.

IBM Data Engineer Professional Certificate – Coursera   *in progress*