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| Data Analyst/ Business Analyst  princess nkemjika OVUONMHEN | (+234) 802222222 | onwubuchenkemjika@gmail.com  [www.linkedin.com/in/princess-ovuonmhen-nkemjika](http://www.linkedin.com/in/princess-ovuonmhen-nkemjika) <https://github.com/Nkemjika123>  Ogun state, Nigeria |

# Skills

* SQL (SQL Server, MySQL)
* Python (Pandas, NumPy, SciPy, MatPlotLib)
* Tableau
* Excel (VLookup, Conditional Formatting, Pivot Tables)
* Data Extractions
* Microsoft Power BI

# Projects

**OPTIMIZING TIKTOK CONTENT STRATEGY: An Analysis of Engagement Trends and Audience INSIGHT** – Personal Project **–** Ogun, Nigeria February 2025

* Extracted My TIKTOK data and performed **Data Entry** and **Automation** on Excel using **Macro** and **VBN**.
* Utilized **word cloud** to visualize types of content titles that attracts more likes and engagements.
* Performed **Time Series Analysis** engagement (likes) changed over time and what can be done to improve engagement.
* Used **correlation Analysis** to content settings (allowing stitches, duets, sharing to story) correlate with higher likes.
* Visualized the data using **pandas, matplotlib** and **word cloud.**

NEWYORK AIRBNB ANALYSIS – Personal Project **–** Ogun, Nigeria January 2025

* Created a dashboard with **Tableau** to help client compare trends in Airbnb popularity by different neighborhoods.
* Transformed and processed client’s data by using DAX and Excel to ensure data completeness and validity
* Provided technical insights on Impact of reviews on the price and popularity of Airbnb listing and the effects.

Provides actionable insights for hosts seeking to optimize their listings' success.

Comprehensive Analysis ON Investment Insights – Intern Project **–** Nagpur, India December 2024

* Utilized **Python** to analyze 4 types of investment avenue to uncover valuable insights that can guide decision-making for potential investors.
* Implemented **Correlation Analysis** techniques to identify significant relationships between demographic factors and investment behavior.
* Aggregated and visualized the data by using **pandas, matplotlib** and **seaborn** to compile a professional report

# Work Experience

BUSINESS ANALYST INTERN **–** Cognifyz Technologies **–** Nagpur, IndiaDec2024 - Jan2025

* Conducted investment research to uncover valuable insights that can guide decision-making for potential investors.
* Utilized data visualization techniques to uncover financial metrics and historical data points related to different investment opportunities.

# Education

MASTER OF business ADMINISTRATION AND MANAGEMENT – Allover Central Polytechnic – Ogun, Nigeria Jan 2020 – Aug 2024

Majors: Business Analysis, Accounting, Management information system, International Business, Supply chain management, Project management, Human Resources.