Data Analyst

OLUWANIFEMI DIPE

+2348077645671 | ikeoluwa0623@gmail.com
linkedin.com/in/oluwanifemi-dipe-048ab6245
https://oluwanifemi109.github.io/Oluwanifemidipe.github.io/
Lagos, Nigeria

Skills

- SQL
- Python
- Microsoft Power BI
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Tableau

Projects

Sales & Customer Insights Dashboard – Ilorin, NG   June 2025

- Developed an end-to-end dashboard to analyze customer segments, product categories, and regional sales patterns to support data-driven marketing decisions.
- Used **SQL** to join and filter raw data in **MySQL**, calculating key marketing KPIs such as customer lifetime value, product category contribution, and revenue by segment.
- Leveraged **Power Query** to clean and enrich data, then built a two-page interactive dashboard in **Power BI** for marketing performance reporting.
- Visualized new vs returning customer trends, regional demand variations, and monthly sales cycles to inform campaign timing and customer targeting.
- Revealed **actionable insights** that helped identify high-value customer segments, underperforming regions, and seasonal purchase trends.

Accenture North America Data Analytics & Visualization Job Simulation - Lagos, NG   March 2025

- Analyzed **7 datasets** to identify social media content trends and provide data-driven recommendations.
- Cleaned and structured data in **Excel**, using **VLOOKUP** to merge datasets for analysis.
- Identified key insights to inform strategic decisions for a hypothetical client.
- Created a PowerPoint presentation and recorded a video to communicate findings to stakeholders.

Work Experience

Research Assistant (Data Entry) - [Dr. Femi Akanfe]- University of Alabama at Birmingham   March 2025

- Entered, cleaned, and organized research data using **Microsoft Excel** with precision.
- Performed data validation and error-checking to maintain data accuracy.
- Assisted in structuring and formatting datasets for research analysis.
- Collaborated with the research team to improve data collection and management processes.

Education

BACHELOR OF SCIENCE IN MARKETING (IN-VIEW) – University of Ilorin – Ilorin, NG   Expected July 2025