# Victor Ozowara

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## OBJECTIVE

I am currently pursuing a Graduate Diploma in Data Analysis for Business Decision Making, where I am honing my analytical skills and gaining expertise in data-driven decision-making processes. With a strong educational foundation and a passion for leveraging data to drive business success, I am well-prepared to contribute to the field of data analysis.

## WORK EXPERIENCE

**Data Analyst Internship**                                        07/2020 - 01/2022
Responsibilities:

- Conducted data cleansing and preprocessing on large datasets, improving data quality by 20% using tools such as Python and Pandas.
- Created insightful data visualizations and reports in Tableau, Power BI, and Excel, enhancing data-driven decision-making for stakeholders.
- Performed statistical analysis on customer behavior data, identifying trends and anomalies, leading to a 15% increase in customer retention.
- Collaborated with cross-functional teams to define key performance indicators (KPIs) and created dashboards in Tableau to track these metrics in real time.
- Conducted cohort analysis to evaluate customer lifetime value (CLV), enabling targeted marketing strategies and a 12% increase in CLV.
- Assisted in the development of a customer segmentation model using clustering techniques, leading to a 25% boost in marketing campaign effectiveness.
- Conducted data mining and pattern recognition to identify fraudulent activities, reducing financial losses by 15%.

## EDUCATION

2014 - 2019
**Bachelor's Degree in Computer Engineering**, Covenant University.

2023 - Date
**Graduate Diploma in Data Analyst For Business Decision Making**, Durham College.

## ADDITIONAL SKILLS

Microsoft Office package: Microsoft Word, Excel, Access
Database operation: Microsoft Office Access, Oracle 8i
Statistical operation: SPSS, STATA
Programming: C++, SQL, HTML, CSS

## REFERENCES

References available on request