

HALIYAH BALOGUN

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CAREER OBJECTIVE

Results-driven Data Analyst and Data Scientist with 2 years of experience in transforming data into strategic insights through advanced analysis, predictive analytics, and visualization. Proficient in Python, SQL, Tableau, and Power BI, with a proven track record of improving operational efficiency, creating interactive dashboards, and delivering actionable insights. Seeking to leverage expertise to drive impactful results in a dynamic organization.

SKILLS

Data Analysis & Visualization: Tableau, Power BI, Excel, Interactive Dashboards

Programming Languages: Python (Pandas, NumPy, Scikit-learn), R

Database Management: SQL, MySQL, Data Warehousing

Statistical Analysis & Machine Learning: Regression, Classification, Clustering, Neural Networks, Predictive Analytics

Data Automation & Engineering: Python Scripting, ETL, Data Integration

Big Data Technologies: Hadoop, Spark

Data Management: Data Cleaning, Data Validation, Data Quality Management

Collaboration: Cross-Functional Teams, Stakeholder Engagement, Technical Documentation

RELEVANT EXPERIENCE

Data Analyst & Data Scientist

January 2022 – Present

Joshmit Technologies, Lagos State

- Analyzing and interpreting complex datasets using SQL, Python, and Excel to deliver actionable insights and support decision-making processes.
- Developing predictive models and statistical analyses to forecast trends, achieving a 20% increase in revenue through data-driven strategies.
- Creating and automating interactive dashboards and reports with Tableau and Power BI, enhancing visibility and understanding of key metrics for senior management.
- Implementing data-cleaning processes and developed databases to manage and analyze customer data, improving data quality, accessibility, and operational efficiency.
- Conducting customer segmentation and trend analysis, contributing to a 12% improvement in customer retention.
- Utilizing machine learning algorithms, including supervised and unsupervised learning, to enhance predictive accuracy and drive strategic decisions.
- Improving overall data handling and reporting efficiency through automation and advanced data processing techniques.

Key Projects

- Designed and implemented a reporting and visualization system using Microsoft Excel, Tableau, and Power BI, enhancing decision-making through interactive charts, graphs, and infographics.
- Developed SQL queries and a centralized database for customer data analysis, applied predictive modeling and statistical methods to forecast trends, improving data accessibility and strategic decisions.

- Utilized Python scripting to automate data processing tasks and optimize workflows, increasing efficiency and reducing manual effort in data handling and reporting.

EDUCATION

Bachelor of Science (B.Sc.) in Mass Communication and Journalism **Oct' 2020**
Crescent University, Abeokuta, Ogun State, Nigeria

CERTIFICATIONS

Google Data Analytics Professional Certificate (Coursera) – **March 2022**
Python for Data Science and Machine Learning Bootcamp (Udemy) – **January 2022**
Data Analysis & Data Science Certification (Joshmit Technology) – **December 2021**
Tableau Desktop Specialist (Coursera) – December 2021
SQL for Data Science (Coursera) – October 2021

INTEREST

Data Analyst	Data Engineer
Data Scientist	Product Analyst
Quantitative Analyst	Operations Analyst
Machine Learning Engineer	Business Intelligence (BI) Analyst

REFEREES

Professional and academic references to be made available upon request.