Matthew Nnamani

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☁ https://raphdeanalyst.github.io

SUMMARY

Experienced data analyst with experience in Python, SQL, Excel, and PowerBI. Having a track record of success in developing and executing sales strategies and utilizing data analytics to optimize results, seeking a position to apply analytical and technical skills to drive profitable growth.

SKILLS

Technical Skills: Python, SQL, Excel, PowerBI
Hard Skills: Data Analysis, Data Cleaning, Data Visualization, and Data Reporting
Soft Skills: Analytical, Critical Thinking, Decision Making

PROJECTS

Analysis on Apple App Data for Optimal App Development
Project · https://github.com/RaphDeAnalyst/Analysis-on-Apple-App-Data-for-Optimal-App-Development · November 2023 - November 2023
· Conducted a thorough analysis of Application data on Apple's store, using Python for combining, organizing data and identifying patterns.
· Employed SQL to carry out Exploratory Data Analysis (EDA), gaining a deeper understanding of user behavior and market trends.
· Created user-friendly dashboards in Power BI, presenting trends and insights in a visually appealing way.
· Used Power BI to provide a clear picture of the app landscape, highlighting strategic opportunities for development.

Sales Analysis on Electronic Data
Project · https://github.com/RaphDeAnalyst/Sales-Analysis · November 2023 - November 2023
· Utilized Python for data exploration and statistical analysis, uncovering seasonal trends that informed marketing strategies and inventory management.
· Investigated customer behavior patterns, leading to the identification of key demographics and the tailoring of targeted marketing campaigns.
· Employed Pandas to identify products frequently purchased together, to improve cross-selling effectiveness.
· Analyzed the performance of products across demographics, resulting in actionable insights for product development and strategic positioning.

In-depth Analysis on Higher Education Statistics Agency (HESA) Data
Project · https://github.com/RaphDeAnalyst/HESA-Data-Analysis · September 2023 - September 2023
· Conducted an in-depth analysis of Higher Education Statistics Agency (HESA) data utilizing Power BI for comprehensive insights into higher education trends in UK.
· Utilized Power Query for efficient data preprocessing, transforming raw data into actionable insights.
· Investigated domicile and regional trends in higher education student admissions over five academic sessions (2017/18–2021/22), revealing an 18.7% increase in student enrollments
· Employed Power BI to visually present findings, contributing to enhanced stakeholder understanding and decision-making

EXPERIENCE

RESEARCH ASSISTANT (PART-TIME)
University of Uyo   **February 2023 - Present, Uyo, Nigeria**
· Conduct data collection, organization, and analysis using various research methods and software tools such as Microsoft Excel and IBM SPSS.
· Conduct literature reviews and gather relevant research materials to support ongoing academic projects and studies.
· Prepare research reports, presentations, and academic papers, contributing to the dissemination of research findings.
· Supervise and guide students in laboratory work, provide mentorship, and ensure compliance with safety protocols.
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SALES REPRESENTATIVE AND ANALYST
Blessed Technologies   **November 2020 - November 2022, Uyo, Nigeria**
· Utilized data analysis skills to identify sales trends, resulting in a 30% increase in overall sales growth.
· Led the development and implementation of data-driven sales strategies, contributing to a 20% increase in the average deal size.

· Demonstrated attention to detail and efficiency by accurately completing an average of 20 data entry tasks per week, ensuring precise and up-to-date maintenance of customer information and sales records.

CERTIFICATIONS

Structured Query Language (SQL)
365 Data Science · 2023
· Certified in database design, querying, and data manipulation

Introduction to Data Analytics
IBM · 2023
· Introduction to the basic concept of data analysis and various processes it involves

EDUCATION

Bachelor of Science in Chemistry
University of Uyo, Nigeria · Uyo, Nigeria · 2023