

Driven and curious data analyst with a proven track record of data-driven process improvement, business management, and KPI reporting. Proficient in Excel, Tableau, Power BI, SQL, and Python, and eager to leverage these skills along with my Advanced Skincare background to drive innovation and efficiency across all business facets.

## Skills

---

- SQL (MySQL)
- Python (Pandas, NumPy, SciPy, Matplotlib)
- Tableau
- Google Sheets
- Excel (VLOOKUP, XLOOKUP, Conditional Formatting, Pivot Tables, What If Analysis, Decision Analysis through Regression and NPV)
- Microsoft Power BI (Dax, Power Query)

## Projects

---

### COCA-COLA RETAILERS EDA-PERSONAL PROJECT

AUGUST 2024

- Utilized Power BI to analyze monthly beverage sales in different regions by different retailers. Transformed and processed data using Power Query to clean the data by removing duplicates, transforming the data, adding new columns with the transformed data, and removing irrelevant columns. I used Dax to Aggregate number ranges to get a numeric value that is usable. Created Visuals Showing Key Financial Measures
- Consulted with the Manager to give him insights into which region has the highest Revenue increase and suggested allocating more resources. Recommended targeted marketing campaigns or product adjustments to boost sales in these areas Recommended implementing just-in-time inventory practices in regions with consistent sales patterns to minimize storage costs and reduce waste from unsold products. Recommended stocking up on popular beverages before peak seasons (e.g., summer months for cold drinks) and consider introducing promotions during off-peak months to maintain steady sales.

### BOOMERANG BIKE COMPANY –PERSONAL PROJECT

AUGUST 2024

- Used Excel to clean the data by removing all duplicates, used conditional formatting, and created ranges for some of the data using the 'IF', 'Value IF', and 'Nested IF' statements to ensure correct visualization. Built Pivot Tables and charts to use when creating the Dashboard. Created 3 Pivot tables and Charts focusing on KPIS.
- Presented the Dashboard to the client highlighting the age group, income, and gender that purchased. Recommended Targeted Marketing campaigns based on the Age bracket, Product line diversification based on gender, and introducing a wider range of products to cater to different income brackets.

### CONSULTING PROJECT: AIRBNB PROFITABILITY ANALYSIS- PERSONAL PROJECT

JULY 2024

- **Designed and implemented a Tableau dashboard** to conduct Descriptive and Diagnostic Analysis of over [X] Airbnb listings across [Y] neighborhoods, identifying key metrics such as occupancy rates, average daily rate (ADR), and revenue per available room (RevPAR).
- **Analysed historical data** to determine the most profitable neighborhood, with properties showing up to [Z]% higher revenue during peak seasons.
- **Evaluated seasonal trends** and provided Prescriptive recommendations for optimal booking strategies, helping increase profitability by [X]% during high-demand periods while securing personal usage during off-peak times.
- **Leveraged data visualization techniques** to present insights that drove strategic decisions, enhancing rental income and overall property performance.

### TOTALWORLDWIDE COVID-19 LAYOFFS- PERSONAL PROJECT

JULY 2024

- **Led a comprehensive analysis of global COVID-19 layoffs** across multiple industries, utilizing advanced SQL techniques such as Common Table Expressions (CTEs), joins, and group by clauses. Employed rolling totals to monitor and analyze trends over time, delivering key insights into the pandemic's impact on employment across various sectors. Presented findings through detailed visualizations and reports, enabling stakeholders to grasp the scale and progression of layoffs effectively.

## **. Work Experience**

---

### **TELUS INTERNATIONAL: FEBRUARY 2024 – MAY 2024**

Photo Annotation Specialist (Freelancer)

- Conducted photo annotation for image recognition projects, applying detailed labels and descriptions to enhance model training accuracy.
- Collaborated with project teams to ensure annotation quality and address any issues related to data labelling.

### **DATA FORCE: JANUARY 2024 – MAY 2024**

Data Annotation Specialist (Freelancer)

- Performed data annotation for various datasets, including text and numerical data, to prepare high-quality training data for machine learning applications.
- Worked with data scientists to refine annotation guidelines and improve the accuracy of labelled datasets.

### **AESTHETIC THERAPIST**

**Various Locations | 2002 – 2022**

- Utilized exceptional **attention to detail** and **analytical thinking** to provide tailored skincare solutions.
- Demonstrated **strong client relationship management** and **communication skills**, essential for understanding and meeting client needs.
- Applied **problem-solving** and **adaptability** in addressing diverse client concerns, translating to effective handling of data challenges and new tools in analytics.

## **Education**

---

### **Meta Professional Data Analyst Certificate**

Coursera | 2024

Completed a comprehensive certification program in data analysis, encompassing the following specialized courses:

- **Python for Data Analytics:** Acquired skills in using Python for data manipulation, analysis, and visualization.
- **Statistics Foundations:** Gained a strong understanding of statistical principles and methods for data analysis.
- **Data Analysis with SQL and Spreadsheets:** Developed expertise in SQL for database queries and data manipulation, as well as advanced spreadsheet functions for data analysis.
- **Introduction to Data Management:** Learned fundamental data management principles, including data storage, retrieval, and quality.

### **Alex The Analyst Bootcamp | June 2024- August 2024**

Completed an intensive data boot camp with training in a comprehensive set of data analysis tools and techniques, segmented into entry, intermediate, and advanced levels:

- **Power BI:** Developed expertise in data visualization and business intelligence, including interactive dashboards and reports. Utilized **Power Query** for advanced data transformation and preparation. Applied **DAX (Data Analysis Expressions)** for complex calculations and measures.
- **Excel:** Mastered data manipulation, advanced formulas, pivot tables, and complex data analysis techniques.
- **Python:** Gained skills in data cleaning, analysis, and visualization using libraries such as Pandas, NumPy, and Matplotlib.
- **Tableau:** Acquired proficiency in creating dynamic visualizations and dashboards.
- **SQL:** Learned to perform complex queries, data manipulation, and database management.

### **Basic Coding Certificate**

She Codes APRIL 2024

Completed a foundational course in web development, including:

- **HTML:** Gained skills in creating and structuring web pages.

- **CSS:** Learned to style and layout web pages effectively.
- **JavaScript:** Acquired basic programming skills for interactive web elements

### **Basic Coding Certificate**

**She Codes** APRIL 2024

Completed a foundational course in web development, including:

- **HTML:** Gained skills in creating and structuring web pages.
- **CSS:** Learned to style and layout web pages effectively.
- **JavaScript:** Acquired basic programming skills for interactive web elements

### **Beauty Specialist Diploma**

ITEC] | **[2002]**

Gained expertise in advanced skincare treatments and client management, demonstrating strong attention to detail and business acumen