

TAFADZWA NIGEL MOYO

Final Year BCom Hons Business Informatics | Ferndale, Randburg Johannesburg

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Github (Portfolio): <https://tafadzwanigelmoyo.github.io/PortfolioWebsite/>

ABOUT ME

I am a motivated aspiring Data Analyst/Data Scientist with a strong interest in data analysis, machine learning, and financial technology. I enjoy working with data to uncover insights, continuously learning new tools and technologies, and collaborating in team environments. I am seeking a data-focused internship where I can apply my analytical skills and grow in a real-world setting.

KEY SKILLS

- Critical thinking
- Attention to detail
- Data Cleaning
- Statistical Analysis and Hypothesis Testing
- Problem solving
- Data Analysis
- PowerBi
- Data Wrangling
- Good decision making
- Data Visualisation and Storytelling
- Tableau

EDUCATION

University of South Africa (UNISA), (Part-time)

Jun 2024 - Present

BCom Honours In Business Informatics

Thesis Title: **Leveraging Educational Initiatives to Mitigate Increasing Cybercrime Rates Targeting Older Adults.**

Stellenbosch University, South Africa

Jan 2019 – Dec 2021

Bachelor of Commerce in Information Systems Management

Relevant Certificates

Google Data Analytics Professional Certificate

Jan 2022 – July 2022

- Collaboratively developed systems that equip one to learn the fundamentals of data analysis through hands-on experience of exercises, tests and projects.
- Tools Used: Microsoft Excel, Google Sheets, PowerBi, Tableau, MS SQL Server
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WORK EXPERIENCE

Freelance Data Analyst

Feb 2023 – Feb 2025

- Collect, analyze, and interpret large data sets to identify trends, patterns, and insights.
- Develop and maintain dashboards and reports to visualize data effectively.
- Ensure data accuracy and integrity by performing regular data audits and validations.
- Present findings and recommendations to stakeholders in a clear and concise manner.

Statistics and Theory of Interest Tutor, Excel@Uni

Feb 2020 – Dec 2025

- Helped students with assignments and enhanced general understanding of concepts and approaches associated with General Math and Statistics.
- Work effectively with students with diverse learning needs and cultural backgrounds.
- Assisted students with test preparation and daily work.
- Host workshops and seminar towards exam preparations

PROGRAMMING LANGUAGES AND TOOLS

- SQL
- Python
- Matplotlib
- Pandas
- NumPy
- Scikit-learn

PROJECTS

1. Sales Analysis

Project Title: Pizza Sales Analysis

Tools: SQL, PowerBi

Description:

- Performed exploratory data analysis using SQL calculating key sales KPIs, including revenue, order volume, and average order value.
- Built an interactive Power BI dashboard visualizing sales trends, category, size distribution, and top/bottom-performing pizzas.
- Delivered actionable insights into customer preferences and peak sales periods to support data-driven decisions.

2. Sales Funnel Analyzer with Python

Project Title: Sales Funnel Analyzer with Python E-commerce Data Analysis

Tools: Python, Pandas, Kaggle API, Matplotlib, Seaborn

Description:

- API integration, data cleaning & automation
- The goal of this project is to analyze the Olist sales funnel,
- Identify bottlenecks where leads drop off,
- Provide insights to optimize conversion rates.

3. Binary Text Classification Machine Learning Model

Project Title: IMDB Movie Review Sentiment Analysis

Tools: Python, Pandas, Scikit-learn, Imbalanced-learn, TF-IDF Vectorizer, Matplotlib

Description:

- Analyzed 50,000 IMDB movie reviews labeled as positive or negative
- Preprocessed text data and transformed reviews using TF-IDF
- Handled class imbalance with random undersampling (imblearn)
- Built and compared SVM, Logistic Regression, Decision Tree, and Naive Bayes models
- Achieved 84% accuracy using a tuned linear SVM with GridSearchCV
- Evaluated performance using F1-score, confusion matrix, and classification report
- Visualized sentiment distribution and model performance using Matplotlib

REFERENCES

Name: Marilyn Joe
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Position: Recruitment Assistant
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