# ADELAJA SAMUEL

## Data Analyst | Business Analyst

Akure, Ondo State | Email | LinkedIn | +2348085526159 | Portfolio Link

## Professional Summary

Detail-oriented analyst with a strong foundation in problem-solving, now transitioning into Data Analytics. Self-taught in SQL, Excel, and data visualization tools, with hands-on experience through personal projects analyzing real-world datasets. Willing to learn and passionate about using data to drive strategic business decisions and looking for opportunities to apply analytical skills in a professional setting.

## Skills

- **Python:** Libraries (Pandas, Numpy, Matplotlib, Seaborn, Streamlit, Scikit-learn, TensorFlow, XGBoost, NLTK, Plotly, BeautifulSoup, Joblib, Pickle**)**
- **SQL: Software** (MySQL, SQL Server Management Studios)
- **Machine Learning:** Linear regression, Logistic Regression, Decision Trees, K-Nearest Neighbors, SVM
- **Microsoft Excel:** (Data Visualization, Pivot Tables, VLOOKUP, HLOOKUP, Conditional Formatting)
- **Analytical Abilities:** Data Cleaning, Statistical Analysis, Exploratory Data Analysis, ETL Processing, Web-scrapping, Feature Engineering, Financial Analysis, Database Management and Querying.

**Soft Skills:** Problem-Solving & Critical Thinking | Communication & Data Storytelling | Attention to Detail & Accuracy | Time Management & Organization | Adaptability & Willingness to Learn

## Experience

**Data Analyst Intern**                                                                                                  **July 2025 – August 2025**

*Quantum Analytics (Remote)*                                                        *Tools Used: Excel, Python, PowerPoint*

- Analyzed over 50,000 chips-product transactions data and uncovered key sales trends across customer segments and festive seasons.
- Cleaned, merged, and visualized datasets using Pandas, Numpy, Matplotlib, and Seaborn.
- Enabled retail teams to refine store strategies and optimize marketing decisions, supported by clear report generation, requirements documentation, and effective communication and presentation skills.

## Data Analyst Projects

**MTN Customer Churn Analysis Dashboard** | *Python*                     **August 2025 – September 2025**

- Built an interactive dashboard using Python-Streamlit to analyze the behavior of over 1,000 telecom customers, identify churn patterns and high-risk subscriber groups.
- Cleaned and visualized customer data using Pandas, Matplotlib, Seaborn, and Plotly-Express, reflecting good interactive visuals with Streamlit.
- Supported customer retention strategies by providing real-time churn insights for business teams.

**California Real Estate Predictive Modeling** | *Machine Learning, Python*            **November 2025 – December 2025**

- Analyzed California housing data of the 1990s to determine the impact of geographic, demographic, and economic factors on median house values, identifying median income and regional density as major value drivers.
- Cleaned, transformed, and visualized data using Python, engineered features and built a Linear Regression model evaluated with MSE and RMSE.
- Provided actionable insights to support data-driven pricing, investment decisions, and location-based strategy in real estate planning.

**Walmart Retail Performance Analysis** | *Python, SQL*                     **April 2025 – June 2025**

- Investigated Walmart sales performance to uncover revenue drivers and operational inefficiencies.
- Developed a full ETL workflow using Python (Pandas, Kaggle API) and SQL (MySQL, SQLAlchemy, PyMySQL).
- Conducted SQL-based analysis of key business metrics to generate insights for operational and strategic improvement.
- Provided data-backed recommendations aimed at improving profitability and business performance.

**Cuisine Sales and Marketing Analytics** | *SQL*                     **March 2025 – April 2025**

- Developed and processed a multi-country cuisine sales and customer demographics database in SQL.
- Created SQL queries using joins, CTEs, window functions, and a trigger function that tracks top loyal customers.
- Enabled identification of high-value buyers in restaurants and develop targeted engagement strategies.

## Education

**Bachelor of Science, Human Anatomy**                                                       **Graduated: November 2025**

*Federal University of Technology, Akure – Ondo, Nigeria*                                                       *CGPA: 4.04 / 5*