

Education

BACHELOR OF SCIENCE IN BIOCHEMISTRY – Federal University Oye Ekiti–Ekiti State

2024

Skills

Excel Tools: Pivot Table, Pivot Chart, VLOOKUP, HLOOKUP, VBA	DATABASE- SQL Software: MySQL	Power Bi Tools: DAX, API, Power Query
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Soft Skills:

Analytical skills | Good communication skills | Attention to Details| Team Oriented |Critical thinking | Time Management

Projects

BIKE SALE ANALYSIS | EXCEL DASHBOARD PROJECT – Personal Project

2025

- Built an interactive Excel dashboard to analyse bike sales based on customer demographics (age, gender, income, and job type).
- Utilized pivot tables, KPIs, and slicers to provide insights into buyer behaviour and regional sales trends.
- Identified that middle-aged adults (35–50) and income earners between ₦50,000–₦70,000 were the top bike buyers.
- Improved decision-making for marketing strategy by highlighting key customer segments and product preferences.

BEER SALE ANALYSIS | EXCEL EDA & DASHBOARD PROJECT – Personal Project

2025

- Developed a sales analysis dashboard in Excel using data from multiple Nigerian regions, beer brands, and retailers.
- Utilized pivot tables, KPIs, and slicers to conduct exploratory data analysis (EDA) and created calculated metrics like profit margin, total sales, and revenue by brand.
- Revealed that Trophy and Budweiser were top performers in sales, and the South West zone had the highest profitability.
- Recommended brand expansion and pricing strategy adjustments based on regional performance and profitability insights.

TECH LAYOFF TREND ANALYSIS USING SQL – Personal Project

2025

- Cleaned and transformed a real-world tech layoff dataset using SQL by removing duplicates, resolving nulls, correcting inconsistent date formats, and converting data types with ALTER, CTEs, JOIN, and STR_TO_DATE().
- Analysed over 1,000 global layoff events to identify trends by country, industry, and company stage using **GROUP BY, Aggregate functions** and **ORDER BY**.
- Quantified the impact of external economic events (e.g., COVID-19, 2022–2023 recession) on layoffs using CASE WHEN logic to categorise date ranges into pre-/post-event periods.
- Calculated key metrics like total layoffs, layoffs per country, and layoff percentage per company using **SUM(), AVG(), ROUND()**.
- Revealed that tech companies experienced rapid growth during COVID-19 and aggressively hired to scale, by demand normalized in 2022, leaving companies overstaffed. Also, Fear of a global recession triggered proactive layoffs as a hedge against future revenue drops.

AMAZON SALES & PAYMENT BEHAVIOUR ANALYSIS USING SQL– Personal Project

2025

- Cleaned raw e-commerce sales data by removing prefix from the primary key, removing duplicates, resolving inconsistent date format, and formatting issues using **DISTINCT, SUBSTRING, CAST, ALTER, STR_TO_DATE()**.
- Identified top-selling products and payment patterns using **GROUP BY, COUNT(), SUM()**, and filtering with **WHERE**.

- Used **CTE** (Common Table Expressions) and **RANK()** window functions to classify payment methods by success and cancellation rate.
- Applied conditional logic with **CASE WHEN** to segment transaction statuses and flag high/low-performing payment types.
- Revealed that Electronics and Home Appliances together account for most of the total revenue, suggesting a heavy customer preference and high-margin potential in these categories.

Work Experience

FREELANCE CONTENT WRITER – Paws Affairs – pawsaffairs.com 2025 - Current

- Research and write engaging blog posts about pet care, health, and lifestyle.
- Optimize content for SEO to increase website traffic and engagement.
- Collaborate with the editorial team to maintain a consistent brand voice.

SCIENTIFIC WRITING AND REPORTING ASSISTANT – Federal University Oye-Ekiti 2023 - Current

- Assisted colleagues in structuring research papers, reports, and theses in compliance with academic standards.
- Provided feedback on grammar, clarity, and logical flow to improve the quality of scientific manuscripts.
- Conducted a tutorial on effective research writing techniques and proper citation practices.
- Supported students in refining data visualisation and interpretation for research presentations.
- Helped undergraduate students in preparing manuscripts for submission to peer-reviewed journals.

DIGITAL MARKETING ASSITANT – 1 Click store – Lagos, Nigeria 2022 - 2023

- Assisted in developing an E-commerce website using WordPress CMS, collaborating with the team to ensure functionality and design alignment.
- Contributed to designing and setting up a sales funnel for product sales, utilizing Cartflows to streamline the customer journey.
- Supported the creation and execution of Facebook-compliant ads, helping drive new and recurring sales.