Data Analyst

IDOWU ALUKO

Email: Idowualuko58@gmail.com
Linkedin: www.linkedin.com/in/idowu-aluko
Website: Idowu-Aluko-Portfolio
GitHub: https://github.com/al3x-id
Phone: +234-(813-966-7563)
Address: Ibadan, Oyo State

Education

BACHELOR OF SCIENCE IN BIOCHEMISTRY – Federal University Oye Ekiti–Ekiti State   2020 -2024

Skills Summary

Languages: Python, SQL, HTML

Frameworks/Libraries: Pandas, Numpy, Matplotlib

Tools: Excel, PowerBI, MySQL, PowerPoint, Wordpress

Platforms: Jupyter Notebook, Visual Studio Code

Soft Skills: Analytical skills, Good Communication, Attention to Details, Team Oriented, Critical Thinking, Time Management

Projects

BEER SALE ANALYSIS USING EXCEL | View 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.

NIGERIAN FINTECH TRANSACTION ANALYSIS USING POWERBI | View project   2025

- Designed an interactive Power BI dashboard to analyze ₦71M in transactions, uncovering trends by age, channel, and transaction type.
- Explored monthly volume/value trends, failure patterns, and peak transaction periods.
- Utilized Power Query, DAX, and KPI calculations to deliver actionable insights that support business decisions on reliability and customer engagement.

AMAZON SALES & PAYMENT BEHAVIOUR ANALYSIS USING SQL | View project   2025

- Analyzed Amazon sales data with structured SQL queries to explore revenue trends, product performance, and customer behavior.
- Designed metrics for a monthly sales dashboard: total sales, orders, average order value, and best-selling categories.
- Investigated customer purchase patterns, including repeat vs. one-time buyers and regional buying preferences.
- Applied advanced SQL techniques: CTEs, window functions, temporary tables, and data segmentation to identify sales peaks, dips, and seasonal trends.
- Evaluated payment method performance and correlated order status with payment type to provide actionable business insights.

LUXURY CAR DEALERSHIP ANALYSIS USING PYTHON | View project   2025

- Analyzed automotive sales data using Pandas to uncover key trends in manufacturer popularity, country representation, and color preferences.
- Calculated average pricing across ownership categories and compared sales volumes between automatic and manual

transmission cars.

- Visualized sales trends throughout the year using Matplotlib to reveal seasonal patterns and demand fluctuations.
- Cleaned and deduplicated datasets to ensure accurate and reliable insights for inventory and pricing optimization.
- Delivered a clear, visually compelling report combining data analysis with strategic recommendations to improve dealership stock management and customer satisfaction.

Work Experience

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

- Research and write engaging blog posts about pet care, health, and lifestyle.
- Created and managed content directly within WordPress CMS, ensuring SEO best practices and user-friendly formatting.
- 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.

Certification

INTRODUCTION TO DATA ANALYST (IBM) | Certificate

DATA ANALYTICS ESSENTIALS (IBM) | Badge

EXCEL ESSENTIALS FOR DATA ANALYTICS (IBM) | Certificate **|** Badge