

# ALABI IBRAHIM

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## PROFILE

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Detail-oriented Data Analyst experienced in Excel, SQL, Power BI, and Tableau. Delivered actionable insights through simulation projects at Accenture and marketing analytics at Excelerate. Skilled in cleaning, modeling, and visualizing complex datasets to support strategic decisions. Committed to continuous learning and effective, data-driven problem solving.

## EDUCATION

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### MARIGOLD COLLEGE

*High School Diploma*

## WORK EXPERIENCE

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### Accenture North America

2025 - Present

*Data Analytics and Visualization Job Simulation*

- Executed a simulation advising a hypothetical social media client by applying data analysis techniques.
- Cleaned, modeled, and analyzed 7 datasets to uncover content trends and generate insights, demonstrating proficiency in SQL and Power BI.
- Developed a PowerPoint deck and video presentation to effectively communicate key insights and strategic recommendations to both clients and internal teams.

### Excelerate

2024

*Intern*

- Analyzed datasets for the marketing team to identify trends and opportunities.
- Recommended strategic adjustments for underperforming and high-performing ad campaigns using data visualization tools.
- Provided insights on optimal social media ad placements and geographic focus to drive performance.
- Achieved cost savings by identifying and halting ads with low click-through rates.
- Presented findings to stakeholders and the marketing team, ensuring clear communication of complex data insights.

## SOFT SKILLS

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- **Soft Skills:** Curiosity, Time Management, Effective Communication, Problem solving, Critical Thinking, Attention to Detail
- **Technical Skills:** SQL, Power BI, Tableau, Excel, PowerPoint, Data Visualization, Data Mining, Dashboard, Data Modeling

## CERTIFICATIONS

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- **Google Data Analytics Professional Certificate:** Coursera
- **IBM- Introductions to Data Analytics:** Coursera
- **Microsoft Data Visualization Fundamentals**
- **University of California, Davis SQL for Data Science**

## LANGUAGE

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- English ()