Alabi Ibrahim

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Profile

I'm a freelance data Analyst with over 2 years of experience of transforming messy data into insightful reports that help startups make smarter business decision. I use Excel, SQL, Python, Power BI, and Tableau for data analysis, visualization, and automation. With a proven record of standardizing data that reduces error rate by 40%. Also, created automated Excel report to track marketing performance. Strong expertise in data validation, reporting automation, and trend analysis to support business intelligence and strategic decision-making.

Work Experience

Freelance Data Analyst | Jul 2025 - Present

- Implemented cost-control measures resulting in a 15% reduction in operational expenses.
- Streamlined financial reporting processes, by building automated dashboards in Power BI enhancing overall efficiency by 20%.
- Sales performance dashboard that track KPIs and improve YoY profit by 14% using Excel and Power BI.
- Standardized raw financial datasets improving data quality and reducing error rates by 40% using Python.

Lloyds Banking Group Data Science Job Simulation - Forage | Dec 2025

- Completed a job simulation involving customer churn prediction for the Data Science & Analytics team at Lloyds Banking Group
- Developed and implemented a predictive model using random forest and other machine learning algorithms, achieving an ROC-AUC score of 0.82
- Conducted advanced data preprocessing, including handling missing values, encoding categorical variables, and feature scaling, utilizing Python libraries such as pandas, scikit-learn, and matplotlib
- Performed comprehensive model evaluation and tuning, optimizing hyperparameters with GridSearchCV, and applied feature importance analysis to derive actionable business insights.

Data Analyst & Visualization | Accenture | Feb 2025 - Apr 2025

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
- Cleaned, modelled and analyzed 7 datasets using SQL to uncover insights into content trends to inform strategic decisions.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.
- Managed month-end close processes, reducing closing time by 25%.

Data Analyst Intern | Excelerate | Aug 2024 - Sep 2024

- Supported senior analyst to clean, analyzed and develop dashboard to discover underperforming Ad campaign that saves cost by 18%.
- Created automated Excel reports to track marketing performance trends.
- Assisted in preparing client-ready visualizations and insights.
- Collaborate with teams to develop and implement financial strategies, that result in a 10% increase in revenue.

Projects

Customer Churn Analysis

- Analyzed churn data using Excel statistical methods, providing insights that helped increase retention rate by 12%

ETL & Data Validation

- Implemented pipelines to ensure error reduction and maintaining 97% accuracy.

Call Center Dashboard

- Cleaned, analyzed and built automated dashboard for a call center marketing agency.

Database Design

- Built and design an industry standard SQL database.

Skills

Technical Skills

- Data Analysis / Business Intelligence
- Data Cleaning / Data Validation
- Dashboard development / Data visualization
- Trend Analysis / Forecasting
- Report Automation
- KPI Tracking & A/B Testing
- Stakeholder reporting

Strengths

- Detail oriented
- Problem solving
- Analytical thinking
- Collaboration
- Communication

Tools

- Excel (Power Query, Functions & Formulas, DAX, Pivot tables)
- SQL (Joins, Subqueries, CTEs, Database design)
- Python (Numpy, Matplotlib, Seaborn, Pandas)
- Power BI (DAX, Data Modeling, KPI dashboard)
- Tableau (Calculated fields, Data Visualization)

Education & Certifications

- Google Data Analytics Professional Certificate | 2024
- Data Visualizations Intern | 2024
- Job Simulation Certificate of Completion | 2025
- High School Diploma - Marigold College

Additional Information

- Served as Team Lead in Excelerate-wide initiative for process improvement.