

## DATA ANALYST

# CHISOM MARYCYNTHIA OFOMA

Email: [chisom.m.ofoma@gmail.com](mailto:chisom.m.ofoma@gmail.com) | Portfolio: <https://chisom-m-ofoma.github.io>

GitHub: <https://github.com/chisom-m-ofoma> | Location: Nigeria (Experience working *remotely*)

## SKILLS

- SQL (SQL Server, MySQL)
- Tableau
- Microsoft Power BI
- Excel (XLookup, Conditional Formatting, Pivot Tables)
- Python (Pandas, NumPy, SciPy, Matplotlib)

## PROJECTS

### High-demand Public Service Environment Analysis | Independent Project

- Performed **data analysis** on service flow data (arrival rates, wait times, throughput) from NHS England A&E Attendances and Emergency Admissions to identify demand-capacity gaps and recurring bottlenecks.
- Used **time-series** and **descriptive analysis** to isolate peak congestion periods and resource utilization constraints.

### Multi-product Commercial & Growth Decision Analysis | Independent Project

- Analysed customer and product-level transactions to identify **revenue-generating** vs **resource draining** segments and highlight growth-profit trade-offs.
- Applied **segmentation**, **cohort-style**, and **trend analysis** to evaluate retention patterns, repeat behaviour, and segment profitability.

### Strategic Options & Resource Trade-off Analysis | Independent Project

- Analysed **project and budget data** to compare cost vs impact, identify opportunity costs, and risk/reward trade-offs across competing initiatives.
- Utilized scenario analysis and weighted scoring to test assumptions and assess outcome sensitivity under different resource allocations.

## EXPERIENCE

### Data Analyst

#### Career Transition

Mar 2025 – Present

- Completed Cisco Networking Academy Data Analytics Essentials Certification (Excel, SQL, Tableau foundations).
- Improved analytical skills through self-directed career-focused learning.

#### Operations Assistant

#### Various Organizations (Remote)

Feb 2024 – Dec 2025

- Supported operations across healthcare, real estate and marketing agency, managing 300+ records covering patient data, service delivery, revenue, and financial tracking respectively.
- Collected and organised routine operational data using Excel, ensuring records were consistent and easy for reference.
- Supported decision-making by preparing basic weekly summaries of operational activity such as workload status, timelines, and general performance.
- on experience with Excel, SQL querying, and Tableau visualisation.

## EDUCATION & CERTIFICATIONS

### MSc Applied Artificial Intelligence & Data Analytics, University of Bradford

Sep 2026 – Dec 2027

### BCG – Introduction to Data for Decision Makers Job Simulation, Forage

2026

- Completed a job simulation on advising a hypothetical client on multi-channel ad campaign performance.
- Analysed customer conversion trends using simulated data to assess campaign effectiveness across channels and audiences.
- Synthesized insights and delivered a clear, data-backed recommendation tailored to the client's marketing goals.

### Data Analytics Essential, Cisco Networking Academy

2025

- Hands-on experience with Excel, SQL querying, and Tableau visualisation.