

DAVID OCHOLI

DATA ANALYST

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with experience in leveraging data to support executive decision-making, streamline operations, and drive organizational performance. Skilled in Excel and AI-powered analytics tools to visualize trends, analyze key metrics, and develop actionable insights. Proven ability to manage large datasets, automate reports, and communicate complex information to non-technical stakeholders. Currently expanding skillset in SQL, Power BI and cloud-based data platforms.

PROFESSIONAL EXPERIENCE

Freelance Business Analyst

November 2024 – Present

DEE's Consult Services – Remote

- Built automated Excel dashboards to track client sales, customer behavior, and marketing KPIs, reducing manual reporting time by 60%.
- Conducted financial data analysis for small businesses, identifying revenue leakages and recommending cost-saving strategies.
- Designed dynamic charts and pivot tables to visualize project performance and ROI, enhancing decision-making for clients.
- Leveraged AI tools (ChatGPT, Copilot) to streamline data cleaning and visualization processes.
- Delivered actionable business insights, such as:
 - Identified **\$105M+ revenue trends** across African brewery markets, highlighting Senegal as top performer and 2017 as peak year.
 - Recommended **male engagement programs and youth-focused initiatives** after uncovering gender and age imbalances in church membership data.
 - Proposed **community outreach strategies** based on geographical clustering of members in Mararaba, Karu, Nyanya, and Jikwoyi/Kurudu.

Data Analyst Intern

March – June 2025

TechCrush – Remote

- Cleaned, transformed, and visualized large datasets using **Excel, SQL, Power BI, and Python**.
- Built interactive dashboards to track sales performance and uncover trends.
- Performed exploratory data analysis (EDA) that:
 - Showed **Office Supplies as most profitable category** while **Furniture incurred losses**, influencing discount policies.
 - Found **20% discount threshold** beyond which profit margins dropped significantly.
 - Highlighted **corporate customers and California** as top revenue drivers, with **North Carolina lowest performing**.
 - Revealed **location, renovation status, and house size** as key predictors of real estate prices, with summer listings yielding higher returns.

Head, Technology & Innovative Development

July 2023 – Present

Machine and Equipment Corporation Group (MECA GROUP), Abuja

- Currently leading the design and development of getspares.net, an e-commerce platform for spare parts and accessories.
- Directed the redesign and redevelopment of MECA Group's corporate website (mecagroup.com.ng) and partner sites (dcp.com.ng, abisgroup.africa) to improve functionality, UI/UX, and brand positioning.
- Led analysis and design of interactive dashboards to visualize performance for tractor usage datasets (1200+ assets across 14 LGAs in Borno & Kebbi States) using Excel to monitor fuel consumption, maintenance frequency, and utilization rates.

- Collaborated with HR to develop candidate recruitment databases, introducing structured scoring systems for applicant ranking.
- Designed Excel templates and dashboards to track employee training progress and departmental KPIs.
- Introduced the use of ATS software and proctoring tools to enhance screening efficiency for key hires.
- Spearheaded the implementation of organizational IT policies including Device Use, Cybersecurity, Internet Use, Password Management, and Data Protection.
- Led the upgrade of all company devices to Windows 11, enhancing security and operational performance.
- Introduced a cost-effective corporate email system via Zoho, improving communication and reducing costs.
- Championed the integration of AI tools across departments to streamline workflows and boost productivity.
- Deployed cloud storage systems for secure data management, reducing manual backups and enabling real-time collaboration.

SKILLS

- **Data Analysis & Visualization:** Spreadsheets (Microsoft Excel, Google Sheets), Power BI (Learning), SQL (Learning)
- **AI Tools:** ChatGPT, Deepseek, Gemini, Perplexity Copilot, Excel Copilot
- **Project Tools:** Trello, Asana, Google Workspace, Notion
- **Other:** Data Cleaning, Dashboards, Pivot Tables, Data-Driven Decision Making
- **Soft Skills:** Communication, Leadership, Problem Solving, Critical Thinking, Active Listening, Mentoring
- **Business & Strategic Skills:** Stakeholder Engagement, Business Development, Report Writing, Organizational Management

PROJECTS

[Exploratory Data Analysis of Superstore Sales Performance in the United States](#)

This project provides a comprehensive analysis of the Superstore Sales dataset to uncover key insights related to sales performance, profitability, customer behavior, product trends, and shipping efficiency across various U.S. regions.

[Capstone Project: Exploratory Data Analysis of Residential House Prices in King County, Washington](#)

This capstone project demonstrates the value of a structured data analysis workflow in uncovering actionable insights for real estate decision-making. By combining Excel, SQL, and Power BI, we transformed raw housing data into an interactive dashboard that delivers meaningful intelligence.

[International Brewery Sales Analysis & Dashboard](#)

Analyzed three years (2017–2019) of beer and malt sales across five African countries using Microsoft Excel. Delivered insights on regional performance, brand preference, and growth opportunities through interactive dashboards and charts.

[CCI Mararaba Membership Bio-Data Dashboard](#)

Cleaned and structured membership records for CCI Mararaba, developing a demographic dashboard highlighting age distribution, engagement levels, and tenure. Insights enabled targeted outreach and informed strategic decisions by campus leadership.

EDUCATION

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| • M.Sc., Computer & Information Technology – National Open University of Nigeria (NOUN) | In View |
| • B. Tech., Mathematics – Federal University of Technology, Minna | 2021 |
| • Diploma in Business Administration – Tekedia Institute, Boston, USA | 2021 |

CERTIFICATIONS & ONLINE COURSES

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| • Business Data Analysis Certification – Tech4Africa Bootcamp | In view |
| • Prompt Engineering with ChatGPT – Coursera In view | |
| • Business Intelligence with Microsoft Excel – Aqskill | In view |
| • Data Analyst Professional Certificate [Excel, SQL, Power BI] – IBM | 2025 |
| • Leadership and International Organisational Behaviour – University of Bocconi | 2025 |
| • Technical Support Fundamentals – Google Digital Skill Academy | 2023 |
| • Foundation on Project Management - Google Digital Skill Academy. | 2022 |