DAVID OCHOLI

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PROFESSIONAL SUMMARY

A detail-oriented business analyst with experience in leveraging data to support high level 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.

SKILLS

- **Data Analysis & Visualization:** Spreadsheets (Microsoft Excel, Google Sheets), Power BI, & SQL.
- **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

SELECTED PROJECTS

Business Analysis: EPI vs Minimum Premium Variances

This project focuses on a reconciliation analysis between Estimated Premium Income (EPI) and Minimum Premium (MINPREM) datasets. The goal was to assess consistency across systems, evaluate the scale and distribution of variances, and uncover insights into the root causes of discrepancies.

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.

BurgerAnalytics: Sales Data Analysis (Nov–Dec 2022)

This project analyzes sales data from November–December 2022, transforming raw records into actionable insights through data cleaning, pivot table analysis, and dashboard creation.

PROFESSIONAL EXPERIENCE

Business Analyst (Remote)   **November 2024 – Present**
DEE's Consult Services, Lagos, Nigeria

- 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 Trainee (Remote)   **March – June 2025**
TechCrush, Lagos, Nigeria
- 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.

Data Analyst (Contract)   **Feb 2024 – Jun 2025**
Cedarcrest Hospitals Ltd., Abuja, Nigeria
- Created and maintained rich data visualizations, dashboards, and reports utilized across departments to enhance organizational performance.
- Applied advanced analytics to identify new business insights and communicated findings to both business and technical teams.
- Developed and published reusable data sources, enabling business users to create their own visualizations and reports.
- Collaborated with cross-functional teams to develop reporting and analytics to support project goals, ensuring timely and actionable results.
- Maintained comprehensive documentation, including requirements, test plans, SQL queries, report modifications, and release notes.
- Established expertise as the company's go-to subject matter expert in data analytics, business intelligence, and data visualization.
- Developed custom queries to address business users' needs, implemented new metrics, and improved data quality through regular audits.

EDUCATION

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

CERTIFICATIONS & ONLINE COURSES

- **Prompt Engineering with ChatGPT** – *Coursera* |**In view**|
- **Business Data Analysis Certification** – *Tech4Africa* |**2025**|
- **Business Intelligence with Microsoft Excel** – *Aqskill* |**2025**|
- **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**|