**DAWIT ATRESO**

**Data Analyst/Data Steward**

Manchester, Greater Manchester

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Professional Summary

Marketing Data and Analytics Specialist, Manchester, Fitch Group, Marketing & Communications, Marketing Data Insights Specialist, Marketing Operations, Power BI, AI modeling, Marketo, HubSpot, Salesforce, Adobe Analytics, dashboards, reports, data analysis, machine learning, LLMs, marketing performance, strategic recommendations, financial organization, data visualization, marketing metrics, problem-solving, marketing trends, credit ratings, Fitch Ratings, Fitch Solutions, Fitch Learning, financial information services, global perspectives, independent credit opinions, Equal Opportunity Employer, career advancement, data-driven marketing.

I am an analytical and detail-oriented Data Analyst with 3 years of experience in Data analysis and tools such as **Python**, **SQL**, **Excel, Snowflake** and **Power BI**. Skilled in transforming raw data into actionable insights with a passion for solving problems and delivering compelling visualizations to enhance strategic decision-making.

Professional Experience

Sustainability, Diversity & Inclusion, Employee Benefits, Pension Plan, Profit Share Bonus, Learning & Development, Work-Life Balance, Gym Membership Discounts, Cycle-to-Work Scheme, Subsidized Canteen, Volunteer Day, Secure Parking, Wellness Initiatives, Entrepreneurial Spirit, Regatta Group, Craghoppers, Dare2b, Outdoor Clothing, Sustainability Committee. Customer Intelligence, Customer and Product teams, data needs, dashboards, reports, visualizations, key business metrics, data analysis, trends, anomalies, actionable insights, data models, research, behavioural data, panel data, economic data, customer insights, competitor insights, market insights, brand strategy, customer strategy, collaboration, analysts, insight roles, Customer Intelligence Business Partner, CRM, Data Science, strategic planning, decision-making, data accuracy, compliance, Power BI, Microsoft Excel, quantitative methodologies, qualitative methodologies, statistical data analyses, data visualizations, surveys, interviews, focus groups, stakeholder influence, risk assessment, recommendations, senior stakeholders, proactive approach, self-starter, inquisitive mindset.

**Voice ET News Media January 2025 - Present**

**Data Analyst, (Internship),** *Manchester, UK*

Serving as an Intern Data Analyst at Voice ET Media, I leverage my analytical skills to derive actionable insights from data, supporting the company's strategic and operational goals.

**Key Responsibilities:**

* **Statistical Analysis:** Perform rigorous statistical analysis using tools such as **Python** to identify trends, patterns, and correlations within the data, resulting in a 50% improvement in process efficiency.
* **Database Management:** Maintain and manage relational databases using **SQL** for data extraction, transformation, and loading (**ETL**) processes, reducing data retrieval time by 30%.
* **Reporting:** Develop comprehensive reports and dashboards with **Power BI**, providing valuable insights into key performance indicators (**KPIs**) and business metrics.

**Generation UK & Ireland October 2024 – January 2025**

**Data Analytics, Bootcamp,** *Manchester, UK*

* **Data Concepts and Environments:** Gained an understanding of fundamental data concepts, including data types, Data manipulation, structures, and formats.
* **Data Analysis:** Acquired hands-on experience in data analysis techniques using **Python** (Pandas, NumPy, Matplotlib) and **SQL (SSMS, SAS & PostgreSQL)** for explanatory and exploratory analysis.
* **Data Visualisation:** Learned the art of data visualisation using **Power BI & Tableau** to effectively communicate insights and findings.

**Irack IT Solution September 2021 – October 2023**

**Data Analyst**

* **Data Analysis:** Conducted comprehensive analyses using **SQL** and **Excel**, processing large datasets to identify key trends and insights. This work directly supported strategic decisions, improving operational **efficiency by 15%.**
* **Data Visualisation:** Developed intuitive dashboards with **Power BI** to convey complex data insights clearly to stakeholders, **accelerating** decision-making processes by **20%.**
* **Database Management:** Utilized SQL and specialized software to manage and query databases efficiently, ensuring data accuracy, integrity, and streamlined access.
* **Team Work:** Collaborated with IT and **database administrators** to troubleshoot and resolve data quality issues, such as missing values, duplicates, and formatting errors, improving the **reliability** of reports by **25%.**

Education

ata Steward, Sysco GB, Data and Analytics, Data Governance, Data Architecture, Compliance, Risk Management, Analytics Development Process, Data Catalogue, Lineage Mapping, Data Quality, Privacy, Security, KPI Consistency, IT Transformation, Data Asset Standards, Data Policies, Stakeholder Communication, Automation, Data Governance Processes, Project Management, Data Movement Reduction, Reporting and Insights, Business Impact Assessment, Data Documentation, Hybrid Working, Career Progression, Foodservice Industry, Competitive Salary, Employee Benefits.

* **Mechanical Engineering, Arba Minch University Sep 2018 – Jun 2020**

Modules Included:Mathematical Techniques **(91%)** and Computing and Data Analysis **(82%)**

* **GCSE,** Salford City College (SCC Group), Manchester, UK **Aug 2021**

Key skills

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| --- | --- | --- | --- | --- |
| * Data Analysis * **Python** * **Power BI** | * **MS Excel** * **SQL** * **Statistics** | * **Tableau** * Data Visualization * Data Base Management |  |  |

Certifications

* [Certified Data Analyst from Generation UK & Ireland](https://www.linkedin.com/in/dawit-atreso/overlay/1737540123181/single-media-viewer/?profileId=ACoAADxs4yQBr0zt1SPPlIrqRnbw8HVa1M56xmo)
* [Data Analytics Essentials Issued by Cisco](https://www.credly.com/badges/a59bc587-613f-4b79-aa54-07e34ccf5f03/public_url)
* [Data Protection (GDPR) Issued by High speed Training UK](https://www.highspeedtraining.co.uk/verify)
* [Data Engineering issued by Data Camp](https://www.datacamp.com/completed/statement-of-accomplishment/course/dfb633a1579e456180a14274b2821586d899a3e2)

Projects

**Project 1:** [**Electric Vehicles EDA Dashboard**](https://github.com/dawit-atreso-portfolio/Electric-Vehicles-Analysis/tree/main)

* **Tools Used:** **Power BI**, **Excel**

**Key responsibilities:**

* **Data Analysis:** Led the analysis of the electric vehicle (EV) in USA, uncovering critical insights into geographic distribution, market trends, and opportunities for increasing EV adoption.
* **Data Exploration and Cleaning:** Conducted preliminary analysis of the electric vehicle population dataset (USA) using Excel, cleaning approximately 15-20% of the data by identifying and correcting inconsistencies, missing values, and outliers.
* **Data Visualization:** Developed dynamic and interactive dashboards using **Power BI**, presenting key findings related to electric vehicle distribution, price ranges, and utility company roles. Also, the visualizations helped illustrate that **40%** of electric vehicle owners in the dataset are located in five major cities.

**Project 2:** [**Worldwide Importers LTD Product and Sales Analysis**](https://github.com/dawit-atreso-portfolio/Worldwide-LTD-Product-and-Sales-Analysis)

* **Tools Used:** **SQL, Python (pandas, Matplotlib)**

**Key responsibilities:**

* **Data Extraction and Querying:** Utilized SQL queries to extract customer data, including names and order counts, from the World-wide Importers database in SSMS, then connected SSMS to Python to fetch and manipulate the data for analysis.
* **Product Analysis:** Analysed the top 5 most frequently ordered products, which made up 55% of total sales, and visualized their trends using Python(Matplotlib) visualization.
* **Insight:** Recognizing that **10%** of employees contribute to **30%** of total sales, providing insights into potential talent management strategies, training, or **recognizing high performers**.

**Project 3**:[**E-Commerce Website Conversion Analysis**](https://github.com/dawit-atreso-portfolio/ShopEasy-Marketing-Analysis)

* **Tools Used:** **SQL, Power BI**

**Key responsibilities:**

* **Data Analysis and Reporting:** Created reports summarizing key metrics such as conversion rates, engagement rates, and customer feedback scores to inform decision-making.
* **Conversion Rate Trends:** Conversion rates rebounded **to 10.2%** in December but dipped to **5.0%** in October, with January achieving the highest rate **at 18.5%** due to strong demand and effective marketing. May recorded the lowest conversion rate **(4.3%),** highlighting a need for better promotional strategies during this period.
* **Insight:** Provided targeted marketing recommendations, such as focusing on high-converting products and implementing seasonal promotions during peak months like **January** and **September**.

Voluntary Work

* **Fundraiser**  **October 2020 – July 2021**

I volunteered as a fundraiser supporting children affected by war in Tigray, Ethiopia. I conducted analysis to optimize outreach strategies and successfully helped raise over £20,000 to provide essential aid.