**DAWIT ATRESO**

**Data & Business Intelligence Analyst**

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Professional Summary

I am an analytical and detail-oriented Data Analyst with expertise in **Python**, **SQL**, **Excel** 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. Experienced in managing the end-to-end data lifecycle, including collection, cleaning, statistical analysis, Database management and reporting with an effective communication skill.

Professional Experience

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

**Data Analytics, Bootcamp**

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

**Irack IT Solution September 2021 – October 2024**

**Data Analyst, Intern**

* **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%.**

**Voice ET News Media October 2021 – September 2024**

**Founder**

* Designed and developed the website's front-end architecture using HTML5, CSS, and JavaScript, ensuring an intuitive user interface and **fully responsive design** for optimal user experience.
* Leveraged data analysis expertise to interpret website performance metrics, analyse user behaviour, and identify opportunities for improvement, leading to a **15% increase** in engagement.
* Designed impactful visuals and animations using **Adobe Photoshop**, **After Effects**, and **Adobe Premiere Pro**, creating engaging [Multimedia content](https://www.youtube.com/watch?v=eH5gznoCCOA)s that aligned with the website's brand identity.

Education

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

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

* **National Educational Assessment and Examinations Agency (NEAEA) Aug 2018**

University Entrance Examination, Natural Science

Key skills

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

Certifications

* Microsoft Power Platform Fundamentals (PL-900)
* Certified Data Analyst from Generation UK & Ireland
* [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)

Projects

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

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

**Core 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)**

**Core 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**

**Core 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.