

Daniel Dogbey

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🇬🇭 Ghanaian 📁 Portfolio 🔄 <https://www.github.com/ddkryptonite>

PROFILE

Results-driven Data Analyst with experience in data analysis and visualization as evidenced from Portfolio. Proficient and Certified in Python and Google Analytics, as well as Power BI, SQL, Machine Learning and Excel with a strong ability to derive actionable insights from complex datasets. Skilled in maintaining dashboards and reports to effectively communicate insights to stakeholders, while performing exploratory data analysis (EDA) to uncover trends, patterns, and anomalies and machine learning to forecast and predict. Adept at collaborating in cross-functional teams with Slack, Asana, Teams, Google Sheets, Zoom, Google Meet etc

PROFESSIONAL EXPERIENCE

Data Analyst - Portfolio Projects

2021 – present
Ghana

Github Portfolio 📁

Python Data Analysis & Visualization

- **Analyzed the impact of rainwater harvesting on crop yield in semi-arid regions** where with rainwater harvesting systems showed a 22% increase in crop yield and used 15% less water per acre compared to farms relying solely on rainfall. The profit margins for farms with rainwater harvesting were 10% higher, and drought impact was reduced by 18%.
- **Analyzed TikTok engagement KPI's** (likes, comments, etc.) with Python, producing a correlation heatmap to reveal key relationships.
- **Analyzed churn rates** for a SaaS company using SQL to provide insights into subscriber retention.
- **Analyzed 2015 global population data** with SQL and Python, extracting insights such as growth influenced by birth, death, and migration rates.

Financial Analytics

- **Conducted analysis on financial data**, exploring \$658.32M in total revenue, identifying a 26.92% average profit margin and a weak positive correlation (0.21) between risk scores and net profit.
- **Developed a 12-month revenue forecast**, projecting future revenue growth from \$604.96K to \$7.55M based on historical growth trends.
- **Built Power BI dashboards** visualizing budget variances, tracking deviations such as -\$5.15M in revenue and -\$3.20M in costs, allowing for real-time insights into financial performance.
- **Conducted pricing analysis** on a fast food chain dataset using Python and Excel, identifying anomalies that should prompt review of localized pricing decisions.



Power BI & Tableau Dashboard Development

- **Developed interactive Power BI** financial dashboards to track budget vs actual performance, cost trends, & credit risk metrics, to drive decision-making.
- **Developed a Power BI dashboard** to visualize and track TikTok social media KPI's such as likes, shares, comments.
- **Developed a Power BI dashboard** to analyze fuel consumption trends across automobile models, highlighting city MPG, price, etc.
- **Built a Power BI dashboard** comparing call quality between 2 Telecom companies, MTN (100%) and Telecel (87%) in the African region in 2022.
- **Created a Power BI dashboard** for a cookie company, showcasing a 99.04% profit increase from September 2018 to December 2019 by tracking total revenue & units sold.
- **Developed a dashboard in Tableau** to analyze sales of Adidas products across the USA

Machine Learning & Predictive Analysis

- **Investigated CO2 emissions** in 200+ car models relative to engine size using Python, predicting emissions with a linear regression model.
- **Conducted analysis and prediction** on a Kaggle job listings dataset using Python and machine learning decision trees.
- **Performed Machine Learning** on the pharmaceutical finance dataset to predict revenue growth for the next 48 months using Random Forest and ARIMA
- **Classified telecom customers** into service usage groups with Machine Learning in Python.

EDUCATION

Bachelors of Science in Computer Engineering <i>University of Ghana, Legon</i>	2013 – 2017 Ghana
Google Analytics Certificate <i>Google Analytics Academy</i> 	2018 – 2018
Machine Learning with Python by IBM <i>Coursera</i> 	2024 – 2024
Data Analysis and Visualization with Python by IBM <i>Simplilearn</i>	2024 – 2024

SKILLS

- Data Analysis Tools: Python, SQL, Excel, Google Analytics
- Data Visualization: Power BI, Tableau
- Data Processing: ETL, Data Cleansing, Data Transformation
- Collaboration : Asana, Slack, Microsoft Teams, Microsoft Office, Google Sheets
- Database Management: PostgreSQL, MySQL, NoSQL, SQL Server
- Business Intelligence: Variance Analysis, Profitability Analysis, Forecasting, Time Series Analysis etc
- Report Generation

PROJECTS

Portfolio

- **Conducted analysis on financial data**, exploring revenue, Budget Variance Analysis, Risk vs. Profit assessments, Profitability Analysis, and Time-Series Analysis to identify financial trends and forecast future performance
- **Conducted pricing analysis** on a fast food chain dataset using Python and Excel, identifying anomalies that should prompt management review of localized pricing decisions.
- **Customer Segmentation**
Classified telecom customers into service usage groups with Machine Learning in Python.