Daniel Dogbey

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🔗 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   2021 – present
Github Portfolio   Ghana

Financial Analytics
- Developed 60% accurate credit scoring model for 10,000+ FinTech customers, with 15% accuracy boost from hyperparameter tuning
- Analyzed $658.32M in revenue for PharmaRest, identifying 26.92% profit margin and 0.21 correlation between risk and profit
- Forecasted PharmaRest's revenue growth from $604.96K to $7.55M over 12 months

Python Data Analysis & Visualization
- Analyzed 22% increase in crop yield and 15% water savings from rainwater harvesting systems, with 10% higher profits and 18% reduced drought impact
- Uncovered key TikTok engagement drivers through correlation analysis of 11M shares, 2B plays, 263M likes, and 5M comments
- Provided insights on 2015 global population growth rates influenced by birth, death, and migration

Power BI & Tableau Dashboards
- Tracked 99.04% profit increase for a cookie company by visualizing $658.32M in revenue and unit sales
- Compared 100% vs. 87% call quality between telecom providers in Africa
- Tracked StartUps hiring tendencies in USA in 2023
- Analyzed fuel consumption trends across 200+ car models

Machine Learning & Predictive Analysis
- Predicted CO2 emissions for 200+ car models based on engine size
- Classified telecom customers into usage groups using Python ML
- Forecasted 48-month pharmaceutical revenue growth using Random Forest and ARIMA

Data Research Analyst   2021 – 2024
IT Pros LLC 🔗   Philadelphia,USA, Remote-Ghana
- Performed data audits in CRM systems, ensuring high-quality data and reports
- Compiled detailed recruitment performance and market research reports, leveraging Excel.
- Analyzed labor market trends and candidate data to provide strategic recommendations for optimizing hiring processes

EDUCATION

Bachelors of Science in Computer Engineering   2013 – 2017
University of Ghana, Legon   Ghana

Google Analytics Certificate   2018 – 2018
Google Analytics Academy 🔗

Machine Learning with Python by IBM   2024 – 2024
Coursera 🔗

Data Analysis and Visualization with Python by IBM   2024 – 2024
Simplilearn

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.