Joseph Ekeng
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Career Goal: To Acquire an internship to Become A Data Analyst

With a robust background in Sales /Retail, I bring a unique perspective to the field of Data/Business Analysis. My ability to communicate effectively and persuade prospects to buy will help convince stakeholders to make effective business decisions that will drive revenue for the company. With Data modeling, data cleaning, and statistical analysis Joseph has all the prerequisites to become an effective Business Analyst. Python, R, SQL, Tableau, Excel, and SAS are core skills Joseph has learned throughout his studies.

Education

Business Analysis Post Graduate Certificate
Seneca Polytechnic | Toronto, ON | 2024 – Present
1. **Build mixed text and data analytics model, Analyze social media data**
2. **Learning Python to develop a variety of modeling algorithms, such as Factor Analysis, Logistic Regression, Decision Trees, and Neural Nets.**
3. **Learning how to identify and prioritize business problems while understanding and adhering to the data audit process**
4. **Using SAS to determine statistical analysis as well as perform basic data wrangling, hypothesis testing and ANOVA to analyze categorical problems**

Major Projects
Auto Crime Theft Analysis in the Greater Toronto Area   **2024**
Data Visualization Class Project

- **Objective:** Developed a Data Visualization presentation highlighting the rising trend of auto crime theft in the Greater Toronto Area.
- **Outcome: Effectively communicating the** crime rate increase in Toronto and proposing effective solutions to combat this alarming trend.
- **Tools Used:**
  - **Tableau:** Created interactive visualizations to present data insights effectively.
  - **SAS:** Cleaned data and created derived variables for deeper analysis.

Google Data Analytics Professional Certificate
Coursera | Remote Learning | 2024 – Present

1. Understand how to clean and organize data for analysis, and complete analysis and calculations using spreadsheets, SQL, and R programming
2. Learn key analytical skills and visualization techniques using R, SQL, and spreadsheets (Google Sheets, and Excel)

Experience

Ontario Conservatory of Music   **2023- 2024**
Registrar
- Collected $45,000 in registration fees and generated $340,000 in annual recurring revenue in 10 months by following OCOMS sales system
- Helped dozens of students learn piano by managing student records and registration processes by using Excel to ensure data accuracy and compliance with institutional policies.
- Managed lead acquisition booth that generated over $14,000 in registration fees in 8 weeks by using Statistical analysis to find the most profitable lead generation venue.

Education & Certifications
Seneca College: Business Analysis Certificate, Dec-2024
Humber College: Business Management Diploma- 2018