# Joseph Ekeng

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## Career Goal

To Acquire an junior role as a Business/Data Analyst. With a robust background in Sales and 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, I have all the prerequisites to become an effective Business Analyst. Python, R, SQL, Tableau, Excel, and SAS are core skills I have developed throughout my studies.

## Education

### Business Analysis Post Graduate Certificate

Seneca Polytechnic | Toronto, ON | 2024 – Present  
- Built mixed text and data analytics models and analyzed social media data.  
- Learning Python to develop modeling algorithms, such as Factor Analysis, Logistic Regression, Decision Trees, and Neural Networks.  
- Gaining expertise in identifying and prioritizing business problems while adhering to the data audit process.  
- Using SAS to conduct statistical analysis and perform basic data wrangling, hypothesis testing, and ANOVA for categorical problems.

### Google Data Analytics Professional Certificate

Coursera | Remote Learning | February 2024 – June 2024  
- Learned how to clean and organize data for analysis and complete calculations using spreadsheets, SQL, and R programming.  
- Acquired key analytical skills and visualization techniques using R, SQL, and spreadsheets (Google Sheets and Excel).

Data Science Infinity

Remote learning December 2024 – Present

Python, SQL, AWS, Data story telling

## 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 communicated the crime rate increase in Toronto and proposed 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.

**Predicting customer purchasing of travel industry**

Python predictive analysis project

Objective: Explore travel industry trends and identify key factors that influence the purchase of travel insurance. Develop customer profiles and develop data-based strategies to best modify products, improve marketing methods, and better suit the needs of a diverse customer base.

Outcome: The three main factors that impact travel insurance have been previous travel habits, income and age. Achieved 85% model accuracy in predicting customer behavior using Python, enabling better marketing targeting strategies.

Tools Used

Python: K – means clustering, Decision trees, Logistic Regression

## Experience

### Ontario Conservatory of Music - Ontario

Sales Analyst May 2023 – December 2023  
- Collected $45,000 in registration fees and contributed to generating $340,000 in annual recurring revenue within 10 months by analyzing sales trends and optimizing strategies.  
- Developed Excel-based dashboards to monitor key performance indicators (KPIs), including revenue growth, lead conversion rates, and sales pipeline performance.  
- Analyzed data from a lead acquisition booth, generating over $14,000 in registration fees in 8 weeks, and utilized statistical analysis to identify high-performing venues.  
- Automated reporting and data cleaning processes in Excel using functions like pivot tables, Power Query, and VLOOKUP, improving efficiency and reducing errors.  
- Provided actionable insights through data analysis to guide sales strategies, ensuring consistent achievement of sales targets.

### Young Simba Music Consulting - Brampton, ON

Marketing Analyst Sep 2020 – Apr 2023   
- Conducted in-depth analysis of sales trends and client data using Excel, identifying opportunities for revenue growth and process optimization, leading to $5K-$10K MRR.  
- Created interactive Excel dashboards and reports to visualize performance metrics, supporting Return on Ad spend and monthly recurring revenue  
- Streamlined reporting workflows by leveraging advanced Excel functions, including INDEX-MATCH, conditional formatting, and macros.  
- Evaluated marketing campaign performance using statistical tools, resulting in strategic adjustments that increased lead conversion rates.

## Certifications

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