Donatus Victor

Data Analyst Driving Insight, Innovation & Business Growth

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PROFESSIONAL SUMMARY

Data Analyst with 4+ years' experience driving business growth through advanced analytics, predictive modeling, and executive storytelling. Proven results include +20% retention, +25% revenue growth, and faster leadership decision-making. Skilled in Python, SQL, Power BI, and Excel with expertise in churn prediction, transaction analytics, and performance forecasting. Adept at bridging business and technical needs through scalable dashboards and workflow optimization. Currently expanding skills in cloud data engineering and pipeline automation to enhance end-to-end analytics.

CORE SKILLS AND COMPETENCIES

- **Visualization & Storytelling:** Executive dashboards, KPI tracking, PowerPoint presentation
- **Machine & Deep Learning**: Regression, classification, ANN, CNN, spatiotemporal modeling
- **Data Analysis & Predictive Modeling**: Time-series forecasting, segmentation, churn prediction
- **Programming & Tools**: Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly, Scikit-learn, TensorFlow), SQL, Power BI, and Excel
- **Collaboration Tools**: Slack, Microsoft Teams, Jira

WORK EXPERIENCE

Data Analyst, FDGS Energy Group,   ***Feb 2025 - Present***
- Lead market and product research initiatives to uncover emerging trends in the offshore energy sector and financial markets, informing strategic roadmaps.
- Partner with executive leadership to translate analytics into actionable strategies, improving decision-making speed and accuracy.
- Design and deploy **business intelligence** dashboards to visualise trends, increasing adoption of insights at the executive level.

Data Scientist VPay, Africa (FinTech, Digital Payments), Lagos   Aug 2023 -Jun 2024
- Performed payments and transaction data analysis to improve fraud detection and reduce false positive
- Designed and deployed interactive customer segmentation dashboards in Power BI, enabling marketing to optimize targeting strategies and increasing monthly acquisition by 15%.
- Developed insights on merchant performance and customer payment behavior, improving retention by 20% through behavioral segmentation.
- Engineered interactive dashboards to communicate **digital payments insights**, enabling dynamic pricing models that drove 20% revenue growth.

***Data Analyst Intern, CapitalCore Outsourcing Limited (Subsidiary of TSL),* Apr 2022 – Dec 2023**
- Deployed sales and delivery dashboards that improved operational visibility and reduced late deliveries by 20%.
- Supported senior analysts in ETL processes, data cleaning, and operational reporting.
- Designed **Power BI** dashboards to track financial performance, contributing to a 25% increase in conversion rates.

PROJECTS

- Customers Churn Analysis **|** Power BI **|** [view](#)
- Customers Performance Dashboard **|** Power BI **|** [view](#)
- Delivery Performance Tracker **|** Power BI **|** Live Dashboard [view](#)
- Loan Prediction Model **|** ML **|** [view](#)
- Customer Churn Model **|** ANN**|** [view](#)

PROFESSIONAL TRAINING

• SQL – MySQL for Data Analytics and Business Intelligence - Udemy	Nov. 2023 – Jan. 2024
• Data Analytics Certificate - SkillAhead Academy	Nov 2023 – Dec. 2023
• AI in Power BI Workshop - Pragmatic Works	Aug 2023
• Power BI Dataflow - Pragmatic Works	Sep 2023
• Introduction to Data Analytics - Coursera	Feb 2023

EDUCATION

Rome Business School, Lagos, Nigeria
- Master of Science (MSc) in Data Science Management (Currently Studying)   Jun 2025 – Oct 2026

University of Calabar, Nigeria
- Bachelor of Science, Applied Geophysics   Nov 2015 – Nov 2022

References

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