

Donatus Victor

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Professional Summary:

Results-driven data analyst with over 3 years of expertise in leveraging data manipulation and visualization techniques to drive business improvement. Demonstrated ability to identify meaningful trends and patterns. Collaborates with cross-functional teams to address critical business challenges and deliver data-driven solutions. Expertise in creating interactive dashboards empowers stakeholders to effortlessly track KPIs and unlock actionable insights for optimizing performance. Effective communication and a strong commitment to continuous learning enable confident presentation of findings, foster productive teamwork, and stay at the forefront of the latest data analysis trends.

Work Experience and Achievements:

Data Scientist | Minerva Technologies Limited, (VPay Africa) Lagos | 08/2023 – Present

- Identified and implemented process improvements to enhance data collection, analysis, and reporting efficiency.
- Utilized statistical analysis and data visualization techniques to identify trends and insights from large datasets.
- Prepared and selected relevant variables from the data to build predictive models.
- Developed and implemented machine learning models to solve specific business problems and make predictions, selecting appropriate algorithms, training models on historical data, and evaluating their performance.
- Created and automated reports and dashboards to support data-driven decision-making processes.
- Conducted data cleansing and transformation activities to improve data quality and usability.
- Collaborated with cross-functional teams to define data requirements and provide analytical support for various projects.
- Presented findings and recommendations to stakeholders, including senior management, clearly and concisely.
- Assisted in the development and implementation of data governance policies and procedures.

Data Analyst Intern | CapitalCore Outsourcing Limited, Lagos | 10/2022 – Present

- Set up a predictive model for Trip Transaction Data using Excel and Power BI. This predictive model gave the company greater insight into their data allowed them to make more informed decisions about resource allocation, and uncovered hidden trends that would have been impossible to detect otherwise.

- Discovered strategies for reducing data-related risks while keeping the data in line with the company's standards plus industry and legal regulations.
- Engaged in data collection, cleaning, and analysis for various projects under the guidance of senior analysts.
- Quantified data visualizations and reports to communicate insights to the team.
- Contributed to the development of data analysis methodologies and best practices.

Data Analyst Apprenticeship | CapitalCore Outsourcing Limited, Lagos | 04/ 2022 - 09/2022

- Assisted the senior data analysts in building dashboards using Power BI
- Accomplished data analysis using Power BI and interpreted the outcomes to present meaningful insights.

Personal Projects:

New York Police Department Shooting Incidence Dashboard.

Designed an interactive dashboard using Power BI to showcase New York Police Department shooting incidence data. Analyzed and visualized trends and patterns in shooting incidents to identify high-risk areas and proposed actionable insights to reduce crime rates and enhance public safety. The dashboard provided stakeholders with a comprehensive overview of shooting incidents, leading to potential crime prevention strategies and community safety initiatives.

Movie Dashboard

Performed in-depth analysis, revealing peak revenue years, 2016 (15.5%), 2015 (12.24%), 2014 (11.06%), and 2013 (10.6%). Assessed Directors' and actors' impact on movie success through sentiment analysis between 2006 and 2016 films.

Sales Dashboard

Generated a comprehensive dashboard to monitor sales, shipping, transactions, deliveries, and profit using Power BI. Key insights include 39.77% early shipping, 3.6% late shipping, and 56.63% very late shipping. Identified areas needing improvement for customer satisfaction and business success. Strong focus on data-driven decision-making and enhancing operational efficiency.

Internet Sales Dashboard

Produced an interactive dashboard to analyze sales data and identify sales trends and patterns. Successfully identified the highest sales year (2022) with 73.52% growth, followed by 2021 with 26.27%. The current year 2023 shows promising growth at 0.21%. Utilized data filtering for targeted insights into customer, product, and geographical sales patterns. A dynamic and versatile tool for driving sales analysis and data-driven decisions.

Data Analyst – Mega Hilton Hotel - Calabar, Cross River State | 11/ 2019 - 09/2022

- Leveraged data analysis to optimize digital marketing strategies, resulting in a significant increase in lead generation and improved return on investment (ROI).

- Directed in-depth analysis of customer demographics and preferences to tailor targeted advertising campaigns, leading to higher conversion rates and improved customer engagement.
- Fostered data-driven insights to identify the most effective lead magnets, resulting in an enhanced capture of potential customers' contact information and increased lead conversion.
- Analyzed the performance of promotional events and special deals, leading to the optimization of future initiatives and higher bookings and revenue.
- Oversaw the performance of the Sales Department to analyze lead conversion rates and identified areas for improvement in the lead nurturing process, leading to more efficient and effective sales strategies.

Key Achievements

- Developed a predictive model that reduced customer churn rate by 15%, resulting in increased customer retention and revenue.
- Implemented an automated reporting system, reducing report generation time by 50% and improving data accuracy.
- Led a cross-functional team in the successful implementation of a data visualization platform, and analysis.

Professional Training and Certifications:

- Power Bi Data Analytics course and dashboard creation. (2022)
- Theoretical and practical understanding of MYSQL (2022)
- Introduction to Data Analysis (2023)

Skills:

- Data Analysis: Excel, Power BI, SQL, Python
- Data Manipulation: Power BI, SQL, pandas (Python library)
- Data Cleaning and Preprocessing
- Project Management: JIRA
- Version Control: GitHub
- Presentation: Microsoft PowerPoint
- Communication: Written and Verbal
- Collaboration and Presentation Skills
- Problem-solving, Analytical Thinking, and Attention to Detail
- Effective Time Management and Organizational Skills
- Strong Commitment to Continuous Learning and Professional Development

Education: University of Calabar, Cross River State, Nigeria.

(BSc.) Applied Geophysics (REFEREES: Available on Request.)