Donatus Victor

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Professional Summary:

Results-driven data analyst with over 3 years 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, Lagos | 08/2023 – Present

• Gathering data from various sources, including databases, APIs, files, and other relevant repositories. Cleaning and preprocessing the data to ensure accuracy, consistency, and suitability for analysis.

• Exploratory Data Analysis (EDA), Conducting preliminary data analysis to understand the patterns, relationships, and trends within the dataset using statistical techniques, data visualization, and summary statistics.

• Creating and selecting relevant variables from the data that will be used to build predictive models.

• Developing and implementing machine learning models to solve specific business problems or make predictions, selecting appropriate algorithms, training models on historical data, and evaluating their performance.

• Data Visualization, creating visualizations and dashboards to present insights and findings in a clear and understandable manner to stakeholders who may not have a technical background.

• Collaboration: Collaborating with cross-functional teams including business analysts, domain experts, engineers, and stakeholders to identify data-driven opportunities, define problems, and deploy solutions.

• Effectively communicating findings, insights, and the impact of data-driven decisions to both technical and non-technical audiences.

• Ethics and Privacy: Ensuring compliance with data privacy regulations and ethical considerations in data collection, storage, and analysis.

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

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

• Collaborated with cross-functional teams to ensure data management compliance and accuracy, resulting in an increase in work efficiency. Developed strategies for reducing data-related risks while keeping the data in line with company's standards plus industry and legal regulations.

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

• Partnered directly with the company's data analyst to transform data and assisted senior data analysts in building dashboards for a supermarket, boosting yearly revenue 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.

Created 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

Conducted 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

Developed 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

Developed 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 being 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.

Sales Department – 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).

• Conducted in-depth analysis of customer demographics and preferences to tailor targeted advertising campaigns, leading to higher conversion rates and improved customer engagement.

• Utilized 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.

• Collaborated with 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.

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.)