

Elohor Avwarute

DATA ANALYST

Details

Apeldoorn
Netherlands
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Links

[LinkedIn](#)

Skills

SQL
Python
Pandas
MySQL
Tableau
A/B testing
Numpy
Excel
Machine learning
Exploratory data analysis
Git
KPI reporting
team player
Data visualization
Documentation
Problem solving

Languages

Dutch
English

Profile

Results-driven **Data Analyst** with a strong foundation in **data exploration, statistical analysis, and machine learning**. Recently completed an intensive **Data Analytics Bootcamp**, mastering **SQL, Python, Excel, and Tableau** to extract insights and drive data-backed decisions. Skilled in **collaborating with cross-functional teams**, effectively translating complex data into actionable insights for both technical and non-technical stakeholders. Eager to apply analytical skills to real-world challenges and collaborate on data-driven solutions.

Education

Data Analytics, Ironhack, Amsterdam

JANUARY 2025 – MARCH 2025

Ironhack is a full time bootcamp i attended, where i learnt the skills to be a data analyst.

Bachelor in Marketing (Information Management), Wittenborg university of Applied Sciences , Apeldoorn

MAY 2021 – FEBRUARY 2025

Projects

Superstore Marketing Campaign

MARCH 2025 – MARCH 2025

Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn.

- Conducted **Exploratory Data Analysis (EDA)** on 2,216 customer records to identify spending patterns and marketing response trends..
- Built and compared multiple classification models (**Logistic Regression, Decision Tree, and KNN**) to predict **customer response probability**.
- Achieved **80% accuracy** with Optimization using **feature selection, categorical encoding, and hyperparameter tuning**.
- Recommended **targeted marketing strategies**.

Vanguard A/B testing

FEBRUARY 2025 – FEBRUARY 2025

Pandas, NumPy, SciPy, StatsModels, Matplotlib, Seaborn, SQL, Python

- **Collaborated** with a team to clean and preprocess large datasets ensuring data accuracy.
- **Conducted** hypothesis testing using statmodels to validate key assumptions.
- **Developed** compelling **data visualizations** using **Matplotlib and Seaborn** to identify trends, patterns, and actionable insights.
- **Applied statistical analysis techniques, (correlation and regression)**, to extract meaningful insights
- **Optimized** data pipelines with **SQL and Python** streamlining analysis workflow
- **Documented** findings and methodologie.

Internships

Digital marketing, Rise and Lead women, Den haag

FEBRUARY 2024 – JUNE 2024

- Developed and scheduled social media posts using **Canva** to enhance brand engagement.
- Researched competitors and industry trends, contributing to data-driven marketing decisions

- Conducted keyword analysis using **Google Analytics**, to optimize website rankings.
- Assisted in managing **Google Ads** optimizing campaigns for better ROI.
- Created and analyzed campaigns.

Data & Insights, Wittenborg University Of Applied Sciences

JUNE 2024 – NOVEMBER 2024

- **Data-Driven Decision Making** – Analyzed past event attendance trends using **Excel**, identifying key factors that influenced engagement.
- **Survey & Data Collection** – Designed and distributed surveys via **Google Forms**, gathering and interpreting responses to improve participation strategies.
- **Trend Analysis** – Examined student feedback data, uncovering insights that shaped event planning and outreach efforts.
- **Reporting & Visualization** – Compiled insights into structured reports and presented findings using **PowerPoint** and **Google Sheets** for faculty review

Courses

The complete SQL bootcamp, Udemy