# FELIX IDOWU

Business Analyst

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## PROFESSIONAL SUMMARY

Business Analyst with 4+ years of experience in data analysis, business intelligence, and process optimization. Proficient in Python (Pandas, NumPy), SQL, and Power BI for data cleaning, wrangling, EDA, and dashboard development. Skilled in statistical analysis, web scraping, and transforming complex data into actionable insights. Experienced in cross-functional collaboration, stakeholder engagement, and delivering data-driven solutions that drive performance, define KPIs, and support strategic decisions.

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## SKILLS

### Technical Skills

- Programming & Tools: Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly), SQL (Joins, CTEs, Window Functions), Git, GitHub, Jupyter Notebooks
- Data Analysis & Manipulation: Data Cleaning, Wrangling, Exploratory Data Analysis (EDA), Excel, Google Sheets
- Business Intelligence & Visualization: Power BI (ETL, Data Modeling, DAX, Dashboards), Streamlit, Report Automation
- Web & API Handling: Web Scraping (BeautifulSoup, Selenium, Requests), REST APIs, JSON/XML/CSV Parsing, HTML and CSS
- Workflow & Automation: Python-based Task Automation, Data Pipelines, Process Optimization, Version Control with Git
- Statistics & Analytics: Descriptive & Inferential Statistics, Linear & Logistic Regression, Hypothesis Testing, A/B Testing, Confidence Intervals, Probability Distributions
- Machine Learning: Scikit-learn, Supervised Learning (Classification & Regression), Feature Engineering, Model Evaluation (Accuracy, Precision, Recall, F1-score)

### Soft Skills

- Analytical Thinking: Critical Thinking, Problem-Solving, Pattern Recognition, Strategic Analysis, Data-Driven Decision-Making
- Communication & Collaboration: Data Storytelling, Presentation Skills, Active Listening, Stakeholder Engagement, Interpersonal Communication
- Project Execution: Time Management, Task Prioritization, Project Planning, Adaptability, Continuous Learning, Business Acumen

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## RELEVANT WORK EXPERIENCE

### Student Data Analyst – University-Based Analytics Projects  [ February 2023 - July 2024 ]:

Self-Initiated | Collaboration with  Student Teams

- Conducted in-depth analysis on university datasets (course feedback, enrollment trends), identifying key insights that led to a 15% improvement in course satisfaction ratings.
- Collaborated with interdisciplinary teams on data-driven projects, driving 3+ process improvements that enhanced departmental efficiency.
- Designed and deployed interactive dashboards using Power BI and Google Sheets, enabling decision-makers to access academic performance metrics 30% faster.
- Utilized SQL and Python (Pandas, Matplotlib) to clean, transform, and analyze datasets exceeding 50,000 records, streamlining data workflows across multiple projects.
- Presented findings through visual reports and presentations, influencing 2 key strategic decisions at the faculty level.

### Data Science Intern at CodSoft  (One month Internship) [ September 2024 - October 2024 ]:

- Performed Exploratory Data Analysis (EDA) using Python and Pandas to identify trends, patterns, and outliers in large datasets.
- Applied data preprocessing techniques to clean, transform, and structure data, improving data quality for downstream analysis.
- Developed machine learning models with Scikit-learn, enhancing predictive accuracy for classification and regression tasks.
- Developed data visualizations with Matplotlib and Seaborn to support data-driven decision-making and communicate findings clearly.

### Data Analyst Intern at Codveda ( One month Internship)   [April 2025 - May 2025 ]:

- Participated in a hands-on learning program focused on applied data analysis using Python and Excel.
- Collected, cleaned, and analyzed datasets from mini-projects simulating real-world challenges.
- Utilized Python and Matplotlib for data visualization, creating insightful reports and dashboards.
- Collaborated with peers and mentors to work on data-driven solutions, strengthening technical skills and teamwork.

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## EDUCATION

### Bachelor of Science in Electronics and Computer Engineering   [ 2019 - 2024 ]:

Lagos State University, Nigeria
- Specialization in Electronics, hardware and Software Engineering
- 5 years Course in an accredited University in Nigeria

## MAJOR PROJECTS

### Sales Performance Analysis                                                      **[Github](#)**

- Analyzed sales data with Python and libraries (Pandas, NumPy, Plotly Matplotlib, Plotly Plotly) to identify trends, evaluate performance, and deliver actionable insights that optimized strategies and drove business growth.
- Designed and developed a dynamic, interactive dashboard using Plotly and Matplotlib, enabling stakeholders to visualize key performance metrics and make data-driven decisions.
- Demonstrated expertise in data cleaning, exploratory data analysis (EDA), and advanced visualization, ensuring clear and impactful communication of insights to business leaders.
- Provided strategic recommendations based on analysis outcomes, contributing to refined sales strategies and enhanced organizational growth.

### Customer Churn Analysis and Prediction Dashboard                                **[Streamlit](#)**

- Developed a Customer Churn Analysis and Prediction Dashboard using Streamlit, Python, and machine learning to identify at-risk customers and inform retention strategies.
- Utilized Pandas, Scikit-Learn NumPy, and Plotly for data preprocessing and dynamic visualizations, delivering actionable business insights.
- Designed a professional, user-friendly interface to enhance strategic decision-making and optimize user experience.
- Demonstrated expertise in data analytics and technical implementation through a business-oriented analytics solution.

### Employee Attrition Analysis                                                     **[Meduim Article](#)**

- Analyzed HR dataset to uncover key drivers of employee attrition, providing actionable insights to enhance organizational retention strategies.
- Demonstrated proficiency in data cleaning, exploratory data analysis (EDA), and visualization using Power BI and Google Sheets to deliver clear, impactful reports.
- Developed dynamic dashboards in Power BI to visualize attrition trends and patterns, enabling data-driven decision-making for HR stakeholders.
- Delivered evidence-based recommendations aligned with analysis findings, optimizing workforce planning and reducing turnover risks.

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## CERTIFICATIONS

### Google Data Analytics Professional Certification - Google                       **[Credential](#)**

- Developed proficiency in data cleaning, SQL, data visualization, and data analysis for creating actionable insights.
- Harnessed hands-on experience in data wrangling, preparing datasets for analysis, and applying basic statistics for business decision-making.

### Business Analytics  Specialization- Wharton University of Pennsylvania          **[Credential](#)**

- Completed the Business Analytics Specialization by Wharton, University of Pennsylvania on Coursera, encompassing courses in Customer Analytics, Operations Analytics, People Analytics, and Accounting Analytics.
- Applied data-driven decision-making techniques through a capstone project, formulating strategic solutions to real-world business challenges.

### Meta Data Analytics Professional Certification - Meta                           **[Credential](#)**

- Acquired expertise in Exploratory Data Analysis (EDA), data cleaning, visualization, and SQL.
- Obtained practical knowledge of using Python and Tableau to analyze datasets and inform data-driven decision-making across various business sectors.

### Google Business Intelligence Certification - Google                            **[Credential](#)**

- Trained in data structuring, dashboard design, and utilizing Power BI for interactive visualizations.
- Built an understanding of leveraging business intelligence tools to support strategic decision-making and improve operational efficiency.

### Financial Analysis Certification - University of Illinois Urbana-Champaign       **[Credential](#)**

- Gained practical knowledge in financial statement analysis, budgeting, and forecasting to support strategic decision-making.
- Applied Excel and analytical tools to perform data-driven financial evaluations and identify key business insights