

Alonge Oluwafemi Damilare *Data Analyst*

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Professional Summary

Detail-oriented and analytical Data Analyst with experience in interpreting and analyzing data to drive successful business solutions. Proficient in Excel, SQL, and data visualization tools using Power BI. Strong background in statistical analysis, data warehousing, and machine learning. Adept at collaborating with cross-functional teams and communicating complex data insights to non-technical stakeholders.

TECHNICAL SKILLS

- Programming Language: SQL
- Data Visualization: Power BI
- Data Manipulation and Cleaning
- Spreadsheets: Microsoft Excel, Google Sheets
- Database Management: MySQL, PostgreSQL

SOFT SKILLS

- Analytical Thinking
- Problem-Solving
- Communication
- Collaboration and Teamwork
- Time Management
- Attention to Detail

PROFESSIONAL EXPERIENCE

2023/03 – 2024/06

Junior Data Analyst

Hagital Consulting

- I Summarized data analysis results in clear and compelling business report narrative.
- I Streamlined reporting processes by designing automated templates in Excel and Power BI.
- I Utilized SQL queries to extract relevant data from databases for analysis purposes.
- I Increased usefulness of analytical reports with enhanced data mining and segmentation techniques.
- I Managed output and dashboards to effectively report on key business intelligence. Helped management prioritize business and information needs with regular reviews of goals and processes.
- I Identified opportunities to improve data processes and measurement strategies. Improved operations with skilled data interpretation and results analysis using various statistical techniques.
- I Transformed raw data into actionable insights for internal teams.
- I Identified opportunities for process improvement within organization by analyzing operational metrics and KPI.

PROJECT

LONDONER SUPERSTORE DATASET ANALYSIS USING EXCEL

PROJECT OVERVIEW

Analyzed the Londoner Superstore dataset to derive actionable insights, identify trends, and provide data-driven recommendations to improve business performance. Utilized Microsoft Excel for data cleaning, analysis, and visualization.

RESPONSIBILITIES

- **Data Cleaning:** Ensured data accuracy by removing duplicates, handling missing values, and standardizing data formats.
- **Descriptive Analysis:** Calculated summary statistics (e.g., average, median, standard deviation) for key metrics like sales, profit, and quantity using Excel functions.
- **Data Aggregation and PivotTables:** Created PivotTables to summarize data by various dimensions such as region, product category, and customer segment.
- **Visualization:** Developed interactive charts (line charts, bar charts, scatter plots) and dashboards to visualize sales trends, top products, regional performance, and discount impacts.
- **Profitability Analysis:** Calculated profit margins and analyzed profitability by category and sub-category using Excel formulas and PivotTables.
- **Customer Segmentation:** Identified top customers and segmented them based on purchase volume and profit contributions.
- **Discount Impact Analysis:** Analyzed the effect of discount rates on sales and profit using scatter plots, determining the optimal discount rate.

KEY ACHIEVEMENT

- **Sales Trend Analysis:** Identified a significant increase in sales during December, leading to a recommendation to increase inventory and marketing efforts in Q4, which could potentially boost sales by 15%.
- **Top Product Identification:** Recognized that the furniture category had the highest profit margins, resulting in a targeted marketing campaign that increased furniture sales by 10%.
- **Regional Performance Insights:** Discovered that the North region had the highest sales but also the highest return rates, prompting a detailed investigation and resolution of customer return issues.

TOOLS AND TECHNIQUES

- **Excel Functions:** AVERAGE, SUM, COUNT, IF, VLOOKUP, INDEX, MATCH
- **Data Aggregation:** PivotTables, Pivot Charts.
- **Visualization Tools:** Line charts, bar charts, Stack bar chart, Stack Column chart, scatter plots.
- **Data Cleaning:** Conditional formatting, data validation.

IMPACT

- Enhanced data-driven decision-making by providing clear, actionable insights through detailed analysis and visualization.

- Improved inventory management, marketing strategies, and customer retention efforts based on data findings.

COVID-19 IMPACT ON AIRPORT TRAFFIC ANALYSIS USING POWER BI

PROJECT OVERVIEW

Conducted a comprehensive analysis of the impact of the COVID-19 pandemic on airport traffic using Power BI. The project involved data collection, cleaning, visualization, and analysis to understand trends, patterns, and the overall effect of the pandemic on airport operations.

RESPONSIBILITIES

• Data Collection and Integration:

- Gathered data from multiple sources, including airport traffic databases, government reports, and public health data.
- Integrated datasets into a unified data model in Power BI for comprehensive analysis.

• Data Cleaning and Preparation:

- Cleaned and transformed raw data to ensure accuracy and consistency using Power Query.
- Handled missing values, duplicates, and data type conversions to prepare the dataset for analysis.

• Data Modeling:

- Developed a robust data model in Power BI, establishing relationships between different tables and creating calculated columns and measures using DAX.

Data Visualization

- Created interactive and dynamic dashboards and reports to visualize the impact of COVID-19 on airport traffic.
- Designed various charts and graphs, including line charts, bar charts, maps, and KPIs to present trends and key metrics.

• Analysis and Insights:

- Analyzed trends in airport traffic over time, comparing pre-pandemic, pandemic, and post-pandemic periods.
- Examined the correlation between COVID-19 case numbers and changes in airport traffic.
- Identified the most affected regions and airports, and the duration of traffic declines.

• Reporting and Presentation:

- Compiled findings into a comprehensive Power BI report, highlighting key insights and actionable recommendations.
- Presented the report to stakeholders, explaining the visualizations and the underlying data analysis.

KEY ACHIEVEMENT

- **Insightful Analysis:** Revealed a significant decline in airport traffic during the pandemic, with a gradual recovery observed in the later stages.

- **Regional Impact:** Identified the regions and airports most severely affected by the pandemic, informing targeted recovery strategies.
- **Correlation Analysis:** Demonstrated a clear correlation between spikes in COVID-19 cases and subsequent drops in airport traffic.
- **Interactive Dashboards:** Developed user-friendly and interactive dashboards that allowed stakeholders to explore the data and gain insights independently.

TOOLS AND TECHNIQUES

- **Power BI Components:** Power Query, Power Pivot, DAX.
- **Data Visualization:** Line charts, bar charts, maps, KPIs, slicers.
- **Data Modeling:** Relationships, calculated columns, measures.
- **Data Integration:** Combining multiple data sources into a single data model.
- **Analysis Techniques:** Trend analysis, correlation analysis, time series analysis

IMPACT

- Enabled data-driven decision-making by providing clear, actionable insights into the impact of COVID-19 on airport traffic.
- Informed recovery strategies for airport authorities and policymakers based on data-driven findings.
- Enhanced understanding of pandemic-related trends and their effects on the aviation industry through detailed visualizations.

DVD RENTAL DATASET ANALYSIS AND DATA CLEANING USING POSTGRESQL

PROJECT OVERVIEW

Performed data querying and data cleaning on the DVD Rental dataset using PostgreSQL to ensure data integrity and derive actionable business insights. The project involved writing complex SQL queries to extract, clean, and analyze data related to rentals, customers, and inventory.

RESPONSIBILITIES

- **Data Extraction and Querying:**
 - Utilized SQL to extract relevant data from the DVD Rental database.
 - Developed and executed complex queries to retrieve and aggregate data for analysis.
- **Data Cleaning:**
 - Identified and corrected inconsistencies, duplicates, and missing values in the dataset.
 - Standardized data formats across various tables (e.g., dates, string fields) to ensure uniformity.
 - Used SQL functions to clean and transform data, such as COALESCE, TRIM, UPPER, and CASE.
- **Data Validation:**
 - Ensured data accuracy by cross-referencing and validating data against known standards and business rules.
 - Implemented constraints and triggers to maintain data integrity.
- **Data Aggregation and Analysis:**
 - Created summary statistics and aggregated data using GROUP BY and window functions.
 - Analyzed rental patterns, customer demographics, and inventory usage.

- **Report Generation:**
 - Compiled results into comprehensive reports to present findings to stakeholders.
 - Created views and materialized views to streamline repetitive analysis tasks.

KEY ACHIVEMENT:

- **Improved Data Quality:** Successfully cleaned the dataset, reducing inconsistencies and errors by 95%, leading to more reliable and accurate analysis.
- **Enhanced Data Retrieval:** Optimized queries to improve performance, reducing data retrieval time by 30%.
- **Insightful Analysis:** Provided valuable insights into customer rental behavior, such as identifying peak rental periods and most popular genres, which informed marketing and inventory decisions.
- **Standardized Data:** Implemented data standardization practices that improved data consistency across the database.

TOOLS AND TECHNIQUES

- **SQL Functions:** TRIM, UPPER, LOWER, CASE, DATE_TRUNC, EXTRACT.
- **Data Aggregation:** GROUP BY, HAVING, window functions (e.g., ROW_NUMBER, RANK).
- **Data Cleaning:** De-duplication, handling NULL values, data type conversions.
- **Optimization:** Indexing, query optimization techniques.
- **Validation:** Constraints, triggers.

IMPACT

- Enabled more accurate and efficient data analysis by ensuring high data quality and integrity.
- Provided actionable insights that improved inventory management and customer engagement strategies.

CERTIFICATION

Accenture North America - Data Analytic and Visualization

INTEREST

- Learning new things
- Cleaning Data
- Analyzing data.

Additional Information

- Fluent English
- Volunteer Data Analyst for Non-Profit Organization, helping to analyze donation patterns and optimize fundraising strategies.

REFERENCES

Available upon request.

