Funmibi Iyanda

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Data Analyst | Product & Sales Insights | Operational Analytics | SQL • Python • Excel • Customer Insights

Analytical and insight driven Analyst with 5 years of experience transforming raw data into actionable insights. Adept in SQL, Excel, Power BI, and Tableau with a strong foundation in data modeling, ETL processes, and interactive dashboard creation. Proven track record in improving data accuracy, reporting efficiency, and enabling data driven decisions across business functions including HR, marketing, and operations.

TECHNICAL SKILLS

Machine Learning & AI:
Scikit-learn, Pandas, NumPy, Seaborn, Matplotlib, Clustering (K-Means), Regression, Classification, RFM Analysis

Data Analytics:
SQL (Joins, CTEs, Aggregations), Excel (VLOOKUP, PivotTables, Charts, Power Query), Tableau, Power BI, Google Sheets, Data Visualization, Data modeling and Mapping, Statistical Analysis

Data Engineering & Automation:
MySQL, MongoDB, ETL Pipelines, Python (Pandas, NumPy), Power BI DAX & Measures

Project Tools & Platforms:
GitHub, JIRA, Agile, AWS (basic), Azure (basic)

WORK EXPERIENCE

Fam Global Technology — **Abuja, Nigeria**
Data Analyst — *Dec 2022 – Present*
  - Led SQL database optimization and ETL automation, reducing manual reporting by 35% and enabling scalable analytics
  - Designed interactive Power BI dashboards for campaign analytics and segmentation, increasing targeting accuracy by 40%
  - Automated Excel based performance reports using advanced formulas and charts
  - Delivered operational insights that improved internal client workflows, aligning data reporting with product delivery cycles.

DL&O Solutions Limited — **Abuja, Nigeria**
Freelance Data Analyst — *Jan 2022 – Sep 2022*
  - Built Power BI dashboards that reduced platform response time by 20%
  - Delivered actionable insights to management from platform data analysis

Interra Networks — **Abuja, Nigeria**
Data Analyst — *Jan 2022 – Nov 2022*
  - Analyzed application usage patterns using SQL and Tableau, supporting data driven client decisions
  - Supported client report development with Excel based visual summaries
  - Assisted REST API data validation for analytics integration

OpenSoft Software Solutions — **Famagusta, Cyprus**
Data Analyst — *Feb 2021 – Nov 2021*
  - Supported the development of automated reports for client usage statistics
  - Cleaned and transformed data for internal and external reporting
  - Contributed to the creation of dashboards that visualized software engagement trends

PROJECT HIGHLIGHTS

Exploratory Data Analysis (EDA) on Retail Sales Data
Python, Pandas, Numpy, matplotlib
  - Investigated customer purchasing patterns using sales data with demographic and transactional features to uncover trends by age, gender, and product category, and identify key revenue drivers.

Customer Segmentation Analysis
Python, Pandas, Numpy, matplotlib, seaborn, sklearn
  - Performed clustering on transactional data to group customers by purchasing behavior, frequency, and monetary value using RFM analysis, helping tailor marketing strategies and improve customer retention, leading to a 15% increase in targeted campaign ROI

Retail Revenue Analysis & Weekly Segmentation
Python, Pandas, Numpy, matplotlib
  - Analyzed 200+ transactions to uncover weekly sales trends and stock turnover using pivot tables and charts. Identified product categories with high demand variability.

Workforce Attrition Dashboard
Power BI, SQL
  - Built slicer based dashboards and used DAX to identify key attrition risks by role

and tenure

Product Sales Segmentation
Power BI, SQL
  - Built dashboards with customer behavior insights by region, highlighting sales concentration and margin performance.

Employee Turnover Analysis
Tableau, SQL
  - Integrated multiple HR data sources using SQL joins and Power Query for dashboard reporting, supporting internal compliance tracking

Industry Layoff Reporting
SQL, Excel
  - Built trend analysis reports and summary tables for HR consultants

Neural Network Based Product Price Prediction
Python, NumPy, Jupyter Notebook
  - Built a neural network from scratch using NumPy to predict product prices. Implemented forward and backpropagation, activation functions and weight updates.

EDUCATION & CERTIFICATIONS

BSc in Computer engineering
Eastern Mediterranean University Famagusta, Cyprus

Languages: *English (Native)*
Certifications: *Coursera: Project Management Basics for Success, LinkedIn Learning: Jira for Agile Teams*
Soft Skills: *Data storytelling, Strong Communication, Attention to details, critical thinking, collaboration, stakeholder reporting*
Domain Interests: *Retail analytics, supply chain optimization, manufacturing performance insights*