

Data Analytics | Business Intelligence | Predictive Modeling | Data Visualization |
Portfolio: <https://Giftajayi.Github.io/> | **Edmonton, AB**

QUALIFICATION SUMMARY

Experienced Data Analyst with a strong understanding of metrics, go to market motions, and marketing metrics to deliver actionable and result driven insights using diverse tools such as SQL, salesforce, snowflake and Python. I am proficient in the use of data visualization tools and understand how to communicate results and feedbacks to drive outcome. I can work with multifunctional teams, diverse groups, and independently.

TECHNICAL SKILLS

- **Data Visualization:** Power BI, Tableau, Seaborn, Matplotlib
- **Data Management:** Snowflakes, SQL, SQLite, MySQL
- **Data Analytics:** Panda, NumPy
- **Business Intelligence Reporting**
- **Microsoft tools:** Microsoft Suite
- **Machine Learning:** Scikit-learn
- **GitHub**

SOFT SKILLS

- **Critical thinking skills**
- **Teamwork Skills**
- **Open communication skills**
- **Ability to work across time zones.**

PROJECTS

ElectroMetrics (Sales Analytics Dashboard Project)

Feb 2025

Project Summary: Developed a comprehensive Power BI dashboard to visualize sales performance and profitability across time, products, and regions for a national electronics wholesaler.

- Conducted data transformation to prepare multi-year sales insight, integrating data to identify and support business opportunities.
- Used a star schema model with a central Sales fact table linked to dimension tables: DimProduct, DimCustomers, DimGeography, and DimDate.
- Created an interactive dashboard revealing top profit trends by time and region, highlighting 2014, Wednesdays, and key markets like Texas and California to guide sales and marketing strategy.
- Collaborate with stakeholders to define KPIs and success metrics through data strategies to provide insights.

IFSSA (Data Analysis and Client Return Prediction)

Jan 2025 – April 2025

Project Summary: Designed and implemented a predictive model to identify clients likely to return for services within a 3-month period.

- Built predictive models and analyzed sales pipelines to identify clients likely to return within 3 months,

- achieving over 80% accuracy.
- Created a Power BI dashboard that visualized return patterns and model predictions, improving decision-making for retention strategies.
- Engineered time-based and behavioral features that significantly enhanced model performance.
- Presented and demonstrated the model's performance to stakeholders.

GoAuto (Data Analysis and ML Classifier Project)

Sept 2024 – Dec 2024

Project Summary: Designed and implemented a predictive model to identify clients likely to return for services within a 3-month period.

- Conducted exploratory data analysis (EDA) on automotive listings to uncover transmission trends and customer behaviors.
- Developed and evaluated machine learning models (Logistic Regression, Random Forest, SVM) achieving 85%+ classification accuracy.
- Automated insights reporting with a Power BI dashboard, supporting GTM and operational decision-making.
- Develop and automate reporting workflows to improve team efficiency.

OTHER PROFESSIONAL EXPERIENCE

Data Sorting and Processing

Oct 2022 – Oct 2023

Edmonton Public Library

- Catalogued and classified library materials using Dewey Decimal and Library of Congress systems, ensuring 100% accuracy and efficient retrieval of resources.
- Collaborated with 20+ staff to curate displays, enhancing the visibility and accessibility of featured materials.
- Provided customer service by addressing inquiries, resolving issues, and fostering an inclusive atmosphere.

Data Associate

Jul 2020 – Apr 2022

Stack Diagnostics Ltd. (54 Gene)

- Conducted data collection, cleansing, and analysis for COVID-19 testing data, improving data quality by 25%.
- Supported the Data Management and Analysis team by responding to ad-hoc requests and providing insights to improve operations.
- Utilized specialized software applications for data entry and analysis, demonstrating high learning agility.

EDUCATION

Diploma, Machine Learning Analyst

Norquest College

May 2025
Edmonton, AB

CERTIFICATION

Microsoft Azure Fundamentals Professional Certificate

IBM Data Analyst Professional Certificate

2023 – To Date

2023