Gift Ajayi

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Data Analytics | Business Intelligence | Machine Learning Modeling | Data Visualization
Portfolio: Https://Giftajayi.Github.Io/ **| Edmonton, AB**

QUALIFICATION SUMMARY

Detail-oriented and analytical Data Analyst with hands-on experience supporting data science, AI, and analytics initiatives through the transformation of structured and unstructured data into actionable insights. Proficient in designing and developing datasets, conducting data wrangling, model training, and generating interactive dashboards and reports that support strategic and operational goals. Proven ability to support data engineering, model evaluation, and deployment-readiness within a collaborative environment. Skilled in SQL, Python, Power BI, Git, and cloud platforms (Azure, Google Cloud).

TECHNICAL SKILLS

- **Data Science & Analytics:** Python, NumPy, Pandas, Scikit-Learn, Jupyter Notebook
- **Data Visualization & Reporting:** Power BI, Tableau, Matplotlib, Seaborn, Streamlit
- **Data Engineering & Management:** SQL, MySQL, Snowflake, SQLite, Git
- **Cloud Platforms:** Microsoft Azure, Google Cloud Platform (GCP)
- **Modeling & Evaluation:** Classification, Regression, Metrics (Accuracy, F1, AUC), Business Interpretability
- **Version Control & Documentation:** GitHub, clear code documentation, collaborative code reviews
- **Other Tools:** Excel, SharePoint, MS Project

SOFT SKILLS

- **Problem Solving & Critical Thinking**
- **Collaboration & Cross-Functional Communication**
- **Results-Oriented & Self-Motivated**
- **Analytical Reporting**
- **Data Storytelling**

PROJECTS

Data Analyst – Client Return Classification Project for IFSSA   Jan 2025 – Apr 2025
NorQuest College

- Collected, cleaned, and analyzed client service data to identify return trends and patterns.
- Developed a predictive model with 80%+ accuracy to forecast client return within a 3-month period.
- Built interactive Power BI dashboards to support operational and client engagement strategies.
- Translated complex data into business-ready visuals and communicated findings to stakeholders.

Data Visualization Analyst – ElectroMetrics Sales Dashboard   **Feb 2025**
Freelance

- Designed and implemented a dynamic Power BI dashboard to visualize sales performance across products, time periods, and geographic regions.
- Modeled and integrated large datasets using a star schema and conducted KPI analysis.
- Collaborated with stakeholders to define reporting needs and recommend data-backed business improvements.

Data Analyst – Predictive Modeling Project for GoAuto   **Sept 2024 – Dec 2024**
NorQuest College

- Cleaned and transformed large vehicle datasets to uncover customer behavior and pricing trends.
- Developed machine learning models (Random Forest, SVM) to predict return customers with 85%+ model accuracy.
- Created automated reporting tools and dashboards to support strategic decision-making.

OTHER PROFESSIONAL EXPERIENCE

Data Sorting and Processing   **Oct 2022 – Dec 2022**
Edmonton Public Library

- Supported library operations by organizing materials and maintaining accurate shelving systems to ensure efficient retrieval.
- Collaborated with 20+ staff members to create engaging displays that enhanced visibility and access to key resources.
- Collaborated with cross-functional teams and provided customer service support to library users.

Data Associate   **Jul 2020 – Apr 2022**
Stack Diagnostics Ltd.

- Cleaned and validated large datasets for public health reporting.
- Assisted in creating analytics reports to identify testing trends and improve operational performance.
- Supported secure handling of sensitive datasets in line with compliance standards.

EDUCATION

Diploma, Machine Learning Analyst   **May 2025**
Norquest College   Edmonton, AB

CERTIFICATION

Microsoft Azure Fundamentals Professional Certificate   **2023 – To Date**
IBM Data Analyst Professional Certificate   **2023**