

IDONGESIT BASIL

Data Analyst

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PROFILE SUMMARY

Insight-driven Data Analyst with solid experience applying advanced analytical methods to optimise operational performance, especially within high-stakes environments. Holds a Master's in Big Data Analytics and has led multiple high-impact projects involving KPI monitoring, stakeholder reporting, contractual performance validation, and dashboard automation. Adept in Power BI, SQL, Python, and Excel, with a track record of translating raw data into actionable insights that enhance operational efficiency, inform strategic decisions, and support public service delivery. Proven ability to collaborate across technical and non-technical teams to drive continuous improvement and data-led transformation.

SKILLS

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|-------------------------------|--|
| • Data Analysis: | <i>Data Cleaning Data Wrangling ETL Data Visualisation</i> |
| • Analytics Tools: | <i>Advanced Excel, Python, R, SQL (PostgreSQL, MySQL, SAS</i> |
| • Visualisation Tools: | <i>Power BI.</i> |
| • Project Mgt Tools: | <i>MS Project, Jira, Confluence, Asana, Trello.</i> |
| • Collaboration Tools: | <i>Slack, MS Teams, MS Sharepoint.</i> |

PROJECTS

Field Teams performance analysis | Excel | Power BI

- Visualised performance data using Power BI to give client teams a monitoring overview of field teams' performance across various regions for operational efficiency.
- Collected and processed data on key performance indicators (KPIs) such as sales targets, customer visits and service delivery times.
- Transformed and processed client's data by using DAX and Excel to ensure data completeness and validity.

Customer sales Dashboard | SQL | Power BI

- Utilized SQL to extract data from 8 different related tables from customer sales databases using JOIN and VIEW.
- Transformed and filtered data by using aggregating and filtering function to improve reporting process.
- Visualised performance data using Power BI to give client teams a monitoring overview of field teams' performance across various regions for operational efficiency.

Derby crime statistics analysis. | R Studio

- Conducted an extensive explorative and statistical analysis of crime statistics in Derby to identify trends and patterns using R Studio.
- Generated visualisations and reports to effectively communicate insights on crime rates, types, and geographic distribution.

Football match outcomes Analysis. | Python

- Utilised Python to analyse the effect of tactical decisions, specifically substitutions and counterattacks, on over 1800 EPL football matches.

- Conducted Regression analysis and leveraged machine learning models, including Random Forest and XG-Boost to quantify the impact of substitutions and counterattacks on winning probabilities.
- Aggregated and visualized the data by using pandas, matplotlib to compile a professional report.

WORK EXPERIENCE

Optimetriks - Data Analyst *(January 2024 till date)*

- Transformed raw field data into actionable insights, accelerating client interventions and boosting operational efficiency.
- Enhanced operational decision-making by delivering automated data pipelines and dynamic Power BI dashboards, increasing reporting efficiency and data accessibility for client projects.
- Enabled faster, insight-driven client interventions by transforming raw data into actionable commercial intelligence, improving response times and strategic alignment.
- Scoped client data and reporting requirements, translating operational needs into scalable analytical solutions.
- Collaborated with commercial teams to align reporting frameworks with client objectives.

University of Derby - MSc Student - Big Data Analytics *(January 2023 - July 2024)*

- Applied data science tools including Python, R, SQL, SAS to extract actionable insights from complex datasets.
- Conducted exploratory data analysis (EDA), statistical modelling, and machine learning techniques to solve applied business and social problems.
- Completed industry-aligned projects to demonstrate the practical application of data-driven decision-making. Including a high-impact thesis project using machine learning models to analyse football match data, providing quantifiable insights into the impact of substitutions and counter-attacks on match outcomes.

Optimetriks - Project Manager *(August 2020 - December 2022)*

- Managed multi-client project delivery from scoping to deployment, managing timelines, resources, budgets, and client expectations.
- Facilitated effective communication and collaboration with clients & internal project delivery teams
- Presented project status updates, insights, and recommendations to senior leadership, supporting strategic business decisions.
- Identified and mitigated project risks through proactive stakeholder engagement and contingency planning.
- Initiated continuous improvement efforts to enhance project delivery frameworks and operational excellence.

EDUCATION

University of Derby

Masters of Science - Big Data Analytics. (2024)

Coursera

Microsoft Power BI Analyst - In View (2025)