John Torfi

DATA ANALYST

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About me

I am a results-driven data analyst with a Master's degree in Software Engineering. My experience includes data analysis, visualization, and reporting using Power BI, Excel, and Python. I possess strong skills in data wrangling, statistical analysis, and proficient database management. I have a proven track record of extracting meaningful insights from complex data sets and effectively communicating them to diverse stakeholders. With over 1 year of experience as a Freelance Data Analyst, I have successfully delivered comprehensive solutions encompassing data analysis, visualization, marketing attribution modelling, and customer segmentation. My expertise lies in leveraging advanced analytical techniques to optimize strategies, enhance customer engagement, and maximize return on investment (ROI). Currently, I am actively seeking a challenging role in data analysis where I can contribute to the growth and success of the organization.

Experience

Freelance Data Analyst | July 2022 - Present

During my freelance tenure, I have successfully completed several projects utilizing a range of tools and technologies, including Excel, Python, and Power BI. These projects involved leveraging my expertise in data analysis and visualization to provide actionable insights and drive business growth. Here are some examples of the projects I undertook:

1. Financial Data Analysis and Reporting (Excel):

   - Collaborated with a financial services company to analyse their financial data and create comprehensive reports.

   - Utilized advanced Excel functions and formulas to manipulate and analyse large datasets.

   - Developed dynamic dashboards and visualizations to present key financial metrics and trends.

   - Implemented data validation techniques to ensure data accuracy and reliability.

- Provided actionable recommendations for optimizing financial performance based on the insights gained.

2. Marketing Campaign Performance Analysis (Python):

   - Assisted a marketing agency in evaluating the effectiveness of their digital marketing campaigns.

   - Leveraged Python for data manipulation, cleaning, and exploratory analysis.

   - Conducted statistical analysis to measure campaign performance metrics such as click-through rates, conversion rates, and return on ad spend (ROAS).

   - Developed predictive models using machine learning algorithms to forecast campaign outcomes and optimize marketing strategies.

   - Presented findings and recommendations through visually compelling reports and interactive dashboards.

3. Business Intelligence Dashboard Development (Power BI):

   - Collaborated with a retail company to create a comprehensive business intelligence dashboard.

   - Gathered data from various sources, performed data cleansing, and transformed it into a structured format.

   - Designed interactive visualizations using Power BI to provide actionable insights on sales performance, inventory management, and customer behavior.

   - Implemented advanced DAX calculations and measures to derive key performance indicators (KPIs) and perform ad-hoc analysis.

   - Incorporated drill-through functionality and interactive filters to enable users to explore data at different levels of granularity.

Small Business Owner | Munciz cafe | Aug 2014 – Jul 2019

- Oversaw daily operations, including customer service, staff management, and inventory control.
- Maintained a clean and welcoming environment, ensuring customer satisfaction.
- Handled phone inquiries, took orders, and processed payments accurately.
- Developed strong interpersonal skills and the ability to handle challenging customer situations.

Technical Skills

- Expert in data analysis tools including Power BI, Excel
- Skilled in data processing and scripting languages such as Python

- Experience using SQL, Python libraries (Pandas, Matplotlib, NumPy), MySQL, PostgreSQL, and Jupyter notebook, Google Colab, Spider, and Visual Studio.

Education

Master's degree, Computer Software Engineering (Part-Time) | University of West London | Oct 2019 – Jul 2022 / Merit

Bachelor's degree, Computer Science | University of West London | 2015 – 2017

Projects

1. **Financial Insights Dashboard: Empowering Data-driven Decision Making (Power BI)**

   - Developed a comprehensive Power BI dashboard for the financial domain, showcasing proficiency in income statement analysis and revenue insights.
   - Created customizable income statement sections with flexible formatting options and time filtering capabilities.
   - Designed dynamic revenue insight pages with interactive filtering by territory, channel, and year.
   - Implemented visually appealing waterfall charts, detailed tables, and charts highlighting top customers and cities by total sales.
   - Employed effective data structuring, financial report templates, and appropriate DAX formulas for accurate analysis.

2. **Data Cleaning, Processing, and Dynamic Dashboard Design for Accident Severity Analysis (Excel)**

   Link: https://www.youtube.com/watch?v=veY68sUOJwl

   - Conducted comprehensive data cleaning and processing on a large dataset, rectifying errors and extracting key information.
   - Developed dynamic and visually appealing Excel dashboard for accident severity analysis.
   - Utilized pivot tables and advanced data visualization techniques to present insights and trends effectively.

3. **Analysis of Customer Churn in Telecommunication Industry Using Decision Trees and Random Forests**

   Link: https://github.com/johntorfi/MLProjectTeIecom

- Conducted customer churn analysis using decision trees and random forests algorithms.

- Identified factors contributing to customer churn and provided insights for improving customer retention.

- Achieved high accuracy in predicting churn rates, enabling businesses to devise targeted strategies.

4. **Deep Learning Based Web Application for Skin Cancer Classification**

   Link: https://skincancerapp.onrender.com

   - Developed a web application using deep learning and Flask for skin cancer classification.

   - Leveraged advanced techniques and the Ham10000 dataset to create an accurate classification model.

   - Provided a user-friendly interface for uploading images and obtaining precise classification results.

5. **Predicting Insurance Premiums: A Comparative Analysis of Machine Learning Algorithms**

   Link: https://insurancepremium.onrender.com

   - Developed a predictive model for insurance premium estimation using various machine learning algorithms.

   - Conducted data exploratory analysis, preprocessing, and evaluation of different algorithms.

   - Demonstrated the effectiveness of Random Forest in achieving high predictive accuracy.

   - Created a Flask web application for interactive estimation of insurance premiums.