

LATIFAT OLUWAKEMI HASSAN

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PROFESSIONAL SUMMARY

Detail-oriented **Data and Business Analyst** with hands-on experience in **Python, SQL, Power BI, Excel, and Google Sheets**. Skilled in **data analysis, ETL pipeline development, automated reporting, and dashboard creation** to support data-driven business decisions. Proven ability to transform raw datasets into actionable insights that improve efficiency and performance.

TECHNICAL SKILLS

Programming Languages:

Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly), SQL

Data Visualization & Analytics Tools:

Power BI, Excel, Google Sheets, Plotly, Dash

Databases: MySQL, SQLite, PostgreSQL

Data & Analytics Skills:

ETL pipeline development, data cleaning and validation, exploratory data analysis (EDA), data modeling, automated reporting, KPI tracking, stakeholder communication, teamwork

PROJECTS

E-Commerce End-to-End Data Analytics Platform

Tools: Python, SQL, SQLite, Pandas, Streamlit, Plotly, Dash, OpenPyXL, ReportLab, GitHub

- Performed **exploratory data analysis (EDA)** to identify data quality issues, detect anomalies, and uncover trends used in dashboards and reports.
- Designed and implemented an **end-to-end ETL pipeline** using Python and SQL to extract, clean, transform, and integrate customer, order, product, and review datasets.
- Automated repetitive data preparation tasks, reducing data processing time by **50%**.
- Built and managed a **SQLite database**, including schema design and efficient querying for analytics-ready tables.
- Developed **interactive dashboards** using Plotly to analyze customer behavior, revenue trends, sales performance, and operational bottlenecks.
- Conducted **RFM analysis** to evaluate customer engagement and customer lifetime value (LTV).
- Built a production-ready **web application** that automated data ingestion, transformation, dashboard generation, and PDF/email reporting, reducing manual reporting time by **50%**.
- Collaborated with team members to align technical decisions and deliver project milestones under tight deadlines.

HNG Ride Business Analysis

Tools: PostgreSQL

- Cleaned and prepared driver, ride, rider, and payment datasets by handling duplicates, standardizing formats, and converting timestamps to date fields.
- Corrected data quality issues by replacing **652 negative values** with nulls to ensure reliable analysis.
- Conducted business analysis using **SQL (PostgreSQL)** to answer operational questions on rider retention, revenue trends, driver performance, and payment behavior.
- Identified longest rides, top-earning drivers by city, and drivers eligible for performance bonuses, supporting management decision-making.
- Analyzed rider retention trends (2021–2022) and city-level cancellation rates, identifying Chicago with a **19.15%** cancellation rate.
- Evaluated quarterly revenue growth and driver consistency to provide insights that improved operational efficiency.

EXPERIENCE

Data Analyst Intern — HNG Tech

October 2025 – November 2025

- Analyzed real-world datasets to extract insights and support **data-driven decision-making** in a fast-paced, collaborative environment.
- Cleaned, processed, and transformed raw data using **Excel, SQL, and Python** to ensure accuracy and usability.
- Built **dashboards and visual reports** using Power BI and Google Sheets to communicate insights to stakeholders.
- Collaborated with cross-functional teams to complete task-based analytics challenges under strict deadlines, applying problem-solving and critical thinking skills.

EDUCATION

Higher National Diploma (HND) in Accounting

CERTIFICATIONS

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| • Professional Foundations — ALX Africa | April 2025 |
| • Data Analyst — ALX Africa | August 2025 |
| • Python — ALX Africa | October 2025 |