

# FELICIA OYEBODE

## Data Analyst

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### PROFESSIONAL SUMMARY

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Detail-oriented Junior Data Analyst skilled in statistical methods, SQL, Python (Pandas, NumPy, Matplotlib), and data visualization. Experienced in cleaning, analyzing, and presenting data through academic projects and internships using Excel, SQL, Power BI, and Python. Experienced in translating complex datasets into clear insights that support decision-making, improve efficiency, and drive business growth. Motivated to apply technical expertise and data storytelling skills to deliver measurable value in a forward-thinking organization.

### CORE COMPETENCIES

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**Languages:** Python, SQL

**Libraries:** Pandas, NumPy, Seaborn, Matplotlib

**Tools & Platforms:** Power BI (DAX, Power Query), Tableau, Snowflake (basic), Advanced Excel (PivotTables, Power Pivot), Google Analytics, Git & Version Control

**Methodologies:** Agile (Scrum, Kanban)

**Soft Skills:** Data Storytelling & Report Building, Stakeholder Management, Clear Communication

### RELEVANT WORK EXPERIENCE

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#### Data Analyst, Intern - *Digitaley Drive Remote*

May 2024 – April 2025

- Enhanced finance reporting accuracy by 40% by organizing and transforming large datasets using Power BI and Power Query.
- Designed and deployed interactive dashboards that cut manual reporting time by over 50%, supporting faster executive decision-making.
- Performed Excel-based analysis that led to a 35% claims improvement in operational efficiency, particularly in vendor tracking and service delivery timelines.
- Wrote optimized SQL queries that reduced data processing time by 25%, improving data availability for stakeholders.
- Created KPI dashboards that helped HR reduce unnecessary overhead by tracking performance and cost efficiency trends.
- Supported the engineering team in validating database structures and relationships, maintaining 98% data accuracy across multiple projects.

#### Data Analyst, Instructor - *Classic System*

December 2024 – May 2025

- Trained over 80 participants in data analytics fundamentals, including data cleaning, transformation, and visualization using Excel, SQL, and Power BI.
- Helped participants improve hands-on SQL skills by building end-to-end queries that split and restructure datasets for real-world applications.
- Developed a capstone project module that simulated business data challenges, with 90% of learners completing projects aligned with business use cases.
- Guided learners in combining multi-source data using APIs, reinforcing expandable data-gathering techniques commonly used in industry projects.

## PROJECTS

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### McDonald's Financial Statement Analysis (2018–2022) – *SQL, Power BI*

Built an end-to-end interactive dashboard to evaluate McDonald's financial health across five years. Analyzed revenue trends, profit margins, expense breakdowns, asset-liability structures, and operational efficiency. Used KPI cards and time-series charts to surface insights, enabling executive-level financial storytelling.

### Marketing Campaign Performance Analysis – *SQL, DAX, Excel, Power BI*

Analyzed multi-channel campaign data to assess ROI and audience engagement across various segments. Used SQL to clean and segment data, Excel for cohort analysis, and Power BI for dynamic dashboards. Identified top-performing campaigns, leading to a 15% improvement in future targeting strategies and reduced acquisition costs.

### Sales Performance & Profitability Dashboard (2024) – *Power BI, DAX, Power Query, Excel*

Developed a real-time interactive dashboard to analyze sales and profitability trends for an activewear brand across multiple sales channels and U.S. states. This project aimed to uncover growth levers, user behavior, and seasonal trends to support data-driven decision-making. Impact will empower decision-makers to adjust marketing efforts and expansion plans based on actionable insights into user growth, behavior, and channel performance.

## EDUCATION

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### **Obafemi Awolowo University, Nigeria**

BSc. Local Government Administration

**CGPA:** 4.09 (Top 5% in a class of 120)

**Relevant Modules:** Statistics, Business, Economics...

**April 2018 – July 2023**

### **The Institute of Chartered Accountants of Nigeria (ICAN)**

**Relevant Modules:** Strategic Financial Management, Performance Management...

### **Associate Accounting Technician (Qualified)**

**Relevant Modules:** Quantitative Analysis, Information Technology...

### **Nigerian Institute of Management (NIM)**

## CERTIFICATIONS

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**Data Analytics Bootcamp | Digitaley drive**

November 2024

**Python Programming Bootcamp | Digitaley drive**

August 2024

**Google Advanced Data Analytics**

September 2025

**Agile Project Management | Google**

August 2025