

## Nathaniel Afrifah-Adae

[nafrifahadae@gmail.com](mailto:nafrifahadae@gmail.com) | [GitHub](#) | [LinkedIn](#)

### Professional Summary

Analytical and commercially aware professional with experience in data-driven decision-making, financial KPI monitoring and operational improvement. Practical programming experience using Python for data manipulation. Skilled in using Power BI and Excel to build intuitive dashboards that translate complex data into actionable insights. Proven track record influencing key business strategies by presenting performance metrics and market trends to senior stakeholders, supporting initiatives in marketing and fraud prevention. Strong foundation in Mechanical Engineering, bringing structured thinking, effective collaboration and deadline-focused project execution to every role. Quick to adapt to new software and tools to meet business needs.

### Technical Skills

**Programming & Query Languages:** Python (pandas/matplotlib), SQL

**Data Analysis & Visualisation:** Power BI, Microsoft Excel, Tableau, Google Sheets

**Tools & Platforms:** GitHub, Visual Studio, Canva

**Other Skills:** Dashboard creation, KPI tracking, workflow structuring, data cleaning & manipulation

### Experience

#### **Data Analyst, Freelance**

**2023-present**

- Daily use of Python (Pandas), SQL and Power BI to simulate real-world data challenges in sports and healthcare
- Exploring applications of AI in predictive healthcare and hospital workflow with projects such as [hospital readmission analysis](#)
- Displayed advanced design skills critical for managing complex datasets like electronic health records and diagnostic imaging data
- Conducted [comparative analysis](#) of Premier League seasons 2006/07 and 2023/24, using pivot tables to aggregate and extract insights across key metrics like tackles, fouls and cards
- Designed dashboards to highlight differences in team performance over seasons
- Applied conditional formatting to visualise trends and anomalies in team statistics, aiding in performance comparison with Power BI principles in mind
- Developed a [relational database](#) to manage and analyse Team USA basketball player data, including salaries and detailed Olympic game statistics
- Designed and implemented multiple tables with primary and foreign key relationships, ensuring data integrity for efficient querying and analysis

#### **Customer Service Analyst, Ladbrokes Coral Group plc**

**2022-2023**

- Analysed financial KPIs including customer spend and fraud trends using Power BI and Excel
- Developed clear and illustrative, visual dashboards to support data-driven decision-making
- Presented and communicated actionable insights to Area Managers, senior stakeholders and non-technical audiences directly
- Influenced key decisions on marketing strategy, fraud prevention and operational efficiency
- Evaluated performance data across multiple stores to identify commercial risks and opportunities for cost reduction, supporting service improvement initiatives
- Led data handling within internal systems (Omnia), improving data accuracy and reducing customer processing time by 43% through optimised workflows
- Ensured regulatory and commercial compliance through implementation of Safer Gambling measures and accurate reporting practices
- Maintained a strong focus on data quality and integrity across and utilised DAX functions to ensure outputs were reliable and audit-ready

**Hospitality Team Leader, Wembley Stadium****2018-2022**

- Maintained composure and delivered high-quality service under pressure during major events such as the EURO 2020 Final, FA Cup Final 2018 and NFL International Series
- Prioritised tasks effectively, showcasing excellent time management and adaptability in fast-paced, high-stakes environments
- Directed countless face-to-face pre-event meetings discussing key points-of-emphasis of daily operations
- Led and coordinated staff teams during major sporting events, contributing to a Top 2 finish in “Shop of the Year” as voted by season-ticket holders

**Education****Level 3 Data Analysis, Just IT****2023-2024**

- Showcased willingness to further upskill on previous foundation in structured environment
- Completed intensive development programme with hands-on training in modern technical tools and practices
- Applied programming languages including Python and SQL to query relational databases, manage datasets and extract meaningful insights
- Strengthened problem-solving and debugging skills through daily coding challenges
- Practised version control and collaborative project workflows using Git and GitHub

**Mechanical Engineering, Aston University****2020-2023**

- Pursued Bachelor of Engineering in Mechanical Engineering, focusing on both technical knowledge and practical application
- Hands-on experience with CAD and 3D modelling software demonstrating understanding of spatial data and geometric transformations
- Worked on group projects, including the design and construction of a wooden go-kart, considering factors such as force, stress, material properties and aerodynamics
- Explored thermodynamics and how heat, work, energy and temperature affect physical systems and their surroundings
- Demonstrated principles of engineering and the importance of collaboration and clear communication in team-based projects

**GCSE & A-Level, Holy Family Catholic School****2012-2020**

- 10/10 A\*-C GCSE inc. English (8), Maths (7), Physics (A) & Chemistry (A)
- 3 A\*-D A Level in Maths, Physics and Psychology
- Leader of Boys' Football Team from Years 11-13

**Further Certification & Courses****Codecademy – Machine Learning/AI Engineering Foundations (2025)**

- Increasing in knowledge in machine learning concepts and AI techniques such as model evaluation to support analytical tasks like clinical data interpretation, predictive modelling and image processing

**Just IT Data Analysis Certificate (2024)**

- Gained practical experience in data extraction, cleaning and analysis with a focus on real-world applications, enhancing problem-solving and essential project design skills

**Codecademy – BI Data Analyst Career Path (2024)**

- Developed core skills in data analysis, SQL querying, and data visualisation using tools like Power BI and Excel, enabling the creation of clear and actionable reports