**ONUMAJURU CHINENYE VICTORIA  
Lagos,NIGERIA**

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**PROFILE SUMMARY**

**Detail-oriented and business-minded Data Analyst with 2+ years of hands-on experienced in deriving actionable insights from complex datasets. Possess advanced proficiency in R programming, Power BI (PBIX), and Excel, complemented by 4 years of entrepreneurial experience. Adept at bridging the gap between data insights and business strategy to drive informed decisions and optimize performance.**

**PROFESSIONAL EXPERIENCE**

**Data Analyst**  
  
*Jan 2022 – Present*

* Analyzed customer behavior, operational metrics, and market trends to identify key growth opportunities.
* Developed interactive dashboards and reports using Power BI, enhancing decision-making speed by 40%.
* Automated data pipelines and reports using R scripts, reducing manual reporting time by 60%.
* Conducted A/B testing and hypothesis analysis to support product development strategies.
* Collaborated with cross-functional teams to align analytics with business goals.

**Freelance Data Analyst / Consultant**  
*Remote / Self-Employed*  
*2022 – 2023*

* Delivered analytical solutions to small businesses, improving sales tracking and inventory management.
* Designed predictive models in R to forecast customer demand and improve supply chain efficiency.
* Customized Excel dashboards for real-time performance tracking.

**BUSINESS EXPERIENCE**

**Founder & Business name**  
DIVA\_PLACE— LAGOS NIGERIA   
*2019 – 2025 Present*

* Built and managed a profitable small business with year-on-year revenue growth.
* Leveraged data insights to optimize marketing campaigns and inventory planning.
* Handled budgeting, operations, customer relationship management, and sales analytics.

**TECHNICAL SKILLS**

* **Programming Languages:** R (Advanced), SQL (Intermediate), Python (Basic)
* **Data Visualization:** Power BI (PBIX), Excel (Advanced Dashboards, PivotTables, VBA)
* **Tools & Platforms:** Microsoft Excel, Power Query, Power Automate, Google Sheets
* **Data Management:** Data Cleaning, ETL Processes, Data Wrangling
* **Business Skills:** Strategic Planning, Financial Analysis, Market Research

**EDUCATION**

Bachelors in ENVIRONMENTAL SCIENCE b.sc

Diploma in Data Analytics – NIIT

* **Customer Retention Model**: Developed churn prediction models using R, improving customer retention strategies by 25%.
* **Inventory Optimization Tool**: Built Excel tools using formulas and VBA that reduced stockout instances by 30%.

**💬 REFERENCES**

Available upon request.