

# OLUMIDE PETER, AKINWE

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## PROFILE SUMMARY

Detail-oriented and logical data analyst with proven ability to communicate with both technical professionals and end users to identify and translate business requirements. 3 years of experience in research, negotiation, cost-benefit analysis as well as driving data accuracy and integrity. Proven ability to work with teams of talented professionals to develop valuable process solutions to meet business objectives.

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## WORK EXPERIENCE

### GCTN Technologies, Lagos (March 2022- Present)

#### Sales Analyst/Digital Sales Specialist

- Provide analytical support and develop processes to track and monitor sales.
- Segment customers using RFM analysis using Tableau, PowerBI and other choice tools to distinguish customers with a high and low level of patronage to inform and improve company's marketing strategy.
- Extracted and analyzed sales and product data using SQL from inventory database to enable financial forecasting.
- Build dashboards that display KPIs related to customer and employee performance.
- Develop automated reports from company data sources supporting executive and divisional reporting needs
- Create and present quarterly sales reports to the management, providing insights and recommendations for optimization of sales strategies.

### Alpha Educators (October 2017-2019)

#### Data Analyst

- Cleaned, Analyzed and interpreted over 25,000 annual financial data obtained from the organization's production unit.
- Detailed financial data in spreadsheets to identify trends and create revenue, profitability and expense forecasts using advanced Excel and BI tools
- Designed dashboards displaying real-time sales and customer data.
- Spearheaded a major pricing restructure by redirecting focus on product cost affecting customer purchasing power and increased average sales of stationeries by 20%.
- Presented reports to the senior managements and recommend areas of possible improvement of positive sales outcome.

### Lagos State Material Testing and Laboratory (March 2015 – Dec 2015)

#### Data Analyst Intern

- Data mining and extraction from laboratory test conducted on building materials for quality assurance, including development of dashboards and reports to interpret outcomes.
- Performed statistical validation and analysis throughout research and development projects using Excel, Google sheets integrated with the company-based software.
- Supported Research team to create data visualization to enhance operational efficiency.
- Reported analyzed data to the quality and compliance officer to check conformance to specification.
- Provided several Administrative supports to all levels of management as designated.

## EDUCATIONAL QUALIFICATIONS

- Massachusetts Institute of Technology (MIT) (2023)  
Postgraduate Certificate: Data Science and Machine learning
- University of Lagos, Akoka (2019-2023)  
Degree in view: MSc (Hons) in Geophysics
- Ondo State University of Science and Technology, Okitipupa, currently Olusegun Agagu University of Science and Technology (OAUSTECH) (2011-2016)  
Degree Obtained: B.Tech (Hons) in Geophysics

## SKILLS

### TECHNICAL SKILLS

- **Data Analytics:** Advanced Excel, Tableau, PowerBI, Google sheets, Python, IBM Cognos.
- **Data Science/Machine Learning:** Python, Data Visualization, Supervised and Unsupervised Learning algos, Exploratory data Analysis (EDA), Feature Engineering, selection and extraction etc.
- **Mathematics for DA/DS/ML:** Statistics, Probability, Calculus, Algebra.
- **Programming Languages:** Html, CSS, Python, R (Basic).
- **Python Packages and Frameworks:** Scikit-learn, BeautifulSoup (bs4), Pandas, NumPy.
- **Databases/Transformation:** MS-SQL server management studio18, Google Big Query, MongoDB, dbt.
- **Model Deployment/Cloud services:** Google Cloud platform, AWS EC-2, Github, Streamlit, familiar with Heroku

### SOFT SKILLS

Problem- solving, Time management, Communication, Curiosity, Fast learning, Leadership, Team work.

## TRAINING AND CERTIFICATIONS

- Creating Charts and Dashboards using Microsoft Excel (*Cousera*) 2023
- Python for Data Science (*IBM*) 2022
- Data Analytics Essentials (*IBM*) 2021
- Certificate of Data Analytics Consulting Virtual Internship (*KPMG*) 2020

## PERSONAL PROJECTS

### *Data Analysis*

- Data Analysis Using SQL, PowerBI
- Customer segmentation using RFM Analysis with Tableau, Excel
- Exploratory Data Analysis of Suicides rates of selected countries using python
- Logistic Regression to predict and classify patients with brain stroke
- Support vector Machine for wine quality prediction and others as detailed in my portfolio page

## LANGUAGE

- English (Fluent)