

Onwuegbuzia, Nneka Alieta *Data Analyst*

✉ alietankem@gmail.com

☎ 09013554094, 08141607648

📍 Lagos, Nigeria

in <http://www.linkedin.com/in/ally-nneka-15486b2a1>

Profile

Dedicated and detail-oriented Data Analyst with 2 years of experience in analyzing complex datasets, generating actionable insights, and implementing data-driven strategies. Proficient in data visualization, statistical analysis, and data modeling techniques. Seeking to leverage analytical skills and domain knowledge to contribute effectively to a dynamic data-driven organization.

Professional Experience

2021 – present
Allen, Ikeja, Nigeria

Market Analyst

BrandOptimal

- Assisted in conducting primary and secondary market research to gather data on industry trends, competitor analysis, and consumer behavior.
- Compiled and analyzed survey data, focus group feedback, and market reports to identify key insights and trends.
- Contributed to the development of research methodologies, survey instruments, and data collection tools.
- Assisted in the preparation of research reports, presentations, and recommendations for internal stakeholders.
- Conducted data validation and quality assurance checks to ensure accuracy and reliability of research findings.

Ikeja, Nigeria

Data Analyst (Intern)

SKG pharmaceutical

- Analyzed large datasets to identify trends, patterns, and insights, contributing to strategic decision-making processes.
- Developed and maintained SQL queries and scripts for data extraction, transformation, and loading (ETL) processes.
- Created interactive dashboards and reports using Tableau, providing stakeholders with actionable insights and visualizations.
- Conducted exploratory data analysis (EDA) to uncover relationships and correlations within datasets.
- Collaborated with cross-functional teams to define project requirements and deliver data-driven solutions on time and within budget.

Skills

Proficient in market research methodologies, including quantitative and qualitative analysis

Experience in market segmentation, competitive analysis, and consumer behavior research

Proficient in Microsoft Excel, PowerPoint, and other data visualization tools

Experience in market segmentation, competitive analysis, and consumer behavior research

Familiarity with statistical analysis tools R and Python

Excellent communication skills, with the ability to present findings and recommendations clearly and concisely.

Database Management Systems: MySQL, PostgreSQL

Data Manipulation Libraries: pandas, NumPy

Education

Ota,Ogun, Nigeria	Data Analyst Profession <i>Aptech Computer Education</i>
Ajegunle,Lagos, Nigeria	Senior Secondary Certificate <i>Pinnacle Grammer School</i>

Certificates

- Google Professional Data Analyst
- KPMG (Australia) Data Analyst Intern
- Data Analyst Essential (Cisco Networking)

Projects

Customer Segmentation Analysis

- Conducted customer segmentation analysis using K-means clustering algorithm in Python to identify distinct customer groups based on demographic and purchasing behavior.
- Utilized pandas and scikit-learn libraries to preprocess data and perform clustering analysis.
- Presented actionable insights to the marketing team, resulting in personalized marketing strategies and improved customer engagement.

Sales Performance Analysis Dashboard

- Developed a comprehensive dashboard using Tableau to visualize sales performance metrics, including revenue, profit margins, and product trends.
- Integrated data from multiple sources to provide a holistic view of sales data and identify opportunities for growth and optimization.
- Presented findings to the sales team, leading to the implementation of targeted marketing campaigns and product promotions.

References

Available on Request