Felicia Omolara Afolabi

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DATA ANALYST

I am a detail-oriented and impact-driven data analyst with over three years of professional experience, knowledgeable in transforming complex datasets into actionable insights. I am experienced in building dynamic dashboards and executive reports using Excel, Power BI, SQL, and Python for data transformation processes, data querying, report preparation, data analysis, and supporting decision-making across various industries, including HR, Healthcare, and Consulting. I also possess a skill set that includes mastery of programming languages such as SQL and Python for efficient data extraction and cleaning, with hands-on experience using Pandas, NumPy, and Matplotlib for statistical analysis and visualisation. Overall, I am passionate about data storytelling, continuous learning, and empowering teams through clear, impactful reporting.

SKILLS AND CORE COMPETENCIES

Software Skills

Programming Languages	Data Analysis
SQL, Python	Excel, Pandas, NumPy, Matplotlib
Visualization	Tools
Power BI, Tableau, Excel, PowerPoint	MSSQL, Google Colab, GitHub

Competencies

Descriptive & Predictive Analysis	Dynamic Dashboards
Extract, Transform & Load Process	Executive Storytelling
Automated Analysis & Cleaning	KPI Tracking & Conditional Formatting
Statistical Insight	Data Modelling
Data Visualisation	Interpersonal Communication

PROJECTS

Consulting Data Analytics

Excel & Power BI

GitHub

Executed end-to-end data preparation and analysis for consultant performance reporting. Conducted thorough data cleaning and standardization across multiple Excel files, eliminating duplicates, blanks, and irrelevant entries to ensure data integrity. Identified key performance metrics and applied data mining techniques to develop consultant profiles. Leveraged advanced Excel functions (e.g., VLOOKUP) to merge datasets using unique identifiers and built relational models to support robust analysis. Developed DAX measures to calculate utilization rates, budget adherence, and performance KPIs. Designed and deployed an interactive Power BI dashboard, showcasing strong data storytelling, visualization, and stakeholder communication skills.

Pizza Project

Excel, SQL & Power BI

GitHub

The Pizza Report Dashboard presents an analytical summary of pizza sales performance for the year 2015. It consolidates key financial, sales, and operational metrics to help managers and business analysts evaluate sales trends, customer demand patterns, and category performance across different pizza sizes and types. Designed an interactive dashboard using Excel and Power BI to support data-driven decision-making. SQL queries validated the key metrics such as Total Revenue, Total Pizza Sold, Average Pizza Order, etc.

Financial Data Report

Excel & Power BI

GitHub

Designed and developed an interactive financial dashboard using **Power BI**, where DAX measures were calculated to visualise key metrics, including total sales, costs, profit, and profit margins, across fiscal years 2013 and 2014.

Conducted **data cleaning and transformation** in Excel to prepare structured datasets for analysis, ensuring consistency across time, product, segment, and geography dimensions.

Created dynamic visuals to highlight trends in monthly profit, product performance, and segment contributions.

Built **country-level financial summaries** comparing sales, profit, and margins across five regions, enabling strategic benchmarking and regional performance tracking.

Students Performance Analysis

Excel & Python

GitHub

Exploratory data analysis was done to determine the values in each column, replace missing values and create new columns.

Leverage the built-in library, such as Matplotlib and seaborn, for data visualization.

PROFESSIONAL EXPERIENCE

New-Age Solutions for Digital, Innovation & Creativity (NSDIC) | Data Analyst Internship

Participated in store data analysis consisting of 1500 rows with order ID, order date, customer, state, city, and order details (quantity, category, sub-category, amount, payment mode and profit).

The datasets were merged using the Advanced Excel function (VLOOKUP), and data cleaning and processing were done in Excel.

Data transformation was executed in Power Query Editor after the Extract, Transform and Load (ETL) process embedded in Power BI

Key metrics were visualised, and DAX formulas were used to calculate new measures necessary for insight and decision-making.

Conducted in-depth analysis of business performance, revenue trends, and product usage, uncovering growth opportunities for regional and national teams.

Durban University of Technology | Researcher, Data Analyst

Leads and participates in the design and implementation of new analytics & results reporting.

Leveraged technologies such as Advanced Excel (VLOOKUP, SUMIFS) and Power BI for analysis and data visualization.

Facilitated cross-functional meetings to identify process inefficiencies, co-developed continuity strategies, and authored comprehensive documentation, including process guidelines, flowcharts, and visual diagrams.

Designed and automated scalable reports and dashboards using Power BI, delivering actionable insights to meet evolving analytical needs across departments.

Conducted in-depth analysis of business performance, revenue trends, and product usage, uncovering growth opportunities for regional and national teams.

EDUCATION & PROFESSIONAL DEVELOPMENT

Education

Chemical Engineering

Certifications

Generative AI   Durban University of Technology (June 2025)