

CHIOMA ONWUNYIRIGBO

Data Analyst

Address: Jos, Plateau State,
Nigeria

Phone Number:
+2348122858518

Email:
chiomaadigbo29@gmail.com



SKILLS

- Data Analytics
- Data Visualization
- Power BI
- Google Sheets
- Microsoft Excel
- Microsoft PowerPoint
- Data Cleaning
- SQL
- Data accuracy and confidentiality
- Problem Solving
- Report Writing
- Database Management
- Detail-Oriented
- Excellent Communication skill
- Team Player

EDUCATION

B. TECH In Biotechnology
Federal University of
Technology, Owerri
09/2001 - 01/2007

CERTIFICATIONS

- Foundations: Data, Data, Everywhere
Google
- Internship
Certificate
Excelerate

SUMMARY

A results-oriented Data Analyst with a passion for leveraging data to solve complex problems and drive decision-making. Proficient in Power BI, SQL, and advanced data visualization, with hands-on experience developing interactive dashboards and analyzing diverse datasets. Skilled in statistical analysis, data modeling, and reporting for research and operational improvements. Adept at collaborating with stakeholders to provide actionable insights and optimize organizational outcomes.

PROJECTS

Sales Data Analysis Project (Personal Project)

Objective: Analyzed six years of sales data to uncover trends, top-performing products, and high-value customer segments.

- Tools: Excel (VLOOKUP, INDEX/MATCH), Power Pivot (DAX formulas).
- Key Findings:
 - Identified peak profit periods and high-performing products.
 - Discovered key customer demographic (ages 25-39) and top regions (USA, Australia) driving profits.
 - Segmented products by price range, revealing affordable items ($\leq \$200$) as higher profit contributors.
- Outcome: Developed KPIs for revenue, profit, and growth trends; provided insights to optimize marketing strategy based on customer and regional data.

Digital Advertising Campaign Analysis (Personal Project)

Objective: Analyzed advertising data across multiple platforms to optimize ad spend and improve campaign performance.

- Analyzed advertising performance across multiple platforms using metrics like ROAS, Conversion Rate, CTR, and Cost per Conversion.
- Conducted platform saturation analysis to identify underfunded and overfunded platforms.
- Utilized Power BI and DAX for data visualization and trend analysis.
- Optimized ad spends by identifying diminishing returns and improving budget allocation.

This analysis highlighted areas for improved budget distribution and identified YouTube as the most cost-effective platform for ad spend, based on conversion rate and ROAS.

WORK EXPERIENCE

Excelerate /Remote

06/2024 - 07/2024

Data Analyst Associate Intern

- Collaborated with a team to analyze user engagement, preferences, and demographics using Looker Studio.
- Cleaned, validated, and preprocessed large datasets to ensure accuracy in insights generation.

- Developed interactive dashboards to visualize key metrics such as user retention, churn, and conversion rates.
- Analyzed patterns in user behavior, revealing insights that guided personalized user experiences and improved conversion funnels.
- Segmented user data by demographics (age, gender, location) to assist targeted marketing and product development.
- Delivered a final presentation showcasing data-driven insights and actionable recommendations to optimize user engagement and retention strategies.