

Professional Summary

Results-driven Data Analyst with a strong foundation in data visualization, BI dashboard creation, and data management. Proficient in Power BI, SQL, Excel, and Python. I specialize in transforming complex data into actionable insights that support strategic decision-making.

Skills

- Analytical Tools: Excel, Power BI, Power Query
- Language: SQL, Python
- Frameworks: Pandas, NumPy, matplotlib, SciPy

Relevant Coursework

- Data Cleaning
- Data Visualization
- Exploratory Data Analysis (EDA)
- Dashboard Design

Projects

NETFLIX USER BEHAVIOUR AND REVENUE INSIGHTS | Power Query, Power BI | [Report](#) December 2024

- I led a three-man team in analyzing Netflix user behaviour, subscription trends and Revenue insights.
- We utilized SQL for data extraction and Power BI for visualization.
- We identified key trends such as high churn rates for basic plans and the significant impact of content releases on user activity.

FURNITURE SALES AND REVENUE ANALYSIS | Excel, Pivot table | [Report](#) September 2024

- Conducted a comprehensive analysis of furniture sales data using Excel to identify seasonal trends, high-performing product categories, and regional sales performance.
- Built dynamic Excel dashboards with pivot tables and charts to enable effective visualization and decision-making.
- Identified key metrics such as total sales (6,231 units), average profit margin (30%), and inventory turnover rate (26%).

59TH STORE SALES PERFORMANCE ANALYSIS | Excel, Pivot table | [Report](#) September 2024

- Employed Excel to assess sales performance, uncovering profit margins and inventory turnover rates.
- Determined that T-shirts were the best-selling items and WhatsApp served as the most successful sales channel.
- Used these findings to formulate strategies aimed at streamlining operations and fostering growth for the "59th Store."

Work Experience

VOLUNTEER –Urbanboxed – Lagos, Nigeria November 2024

- Created an interactive web traffic dashboard in Excel to track trends and identify peak engagement periods.
- Presented actionable insights to stakeholders, improving marketing performance and decision-making.
- Analyzed user behavior to optimize content strategies, boosting online engagement by 20%.

OWNER AND MANAGER –59th store – Lagos, Nigeria January 2019 – Present

- Conducted sales and performance analysis using Excel, leveraging data insights to optimize inventory management and improve sales forecasting.

- Tracked customer purchase patterns and social media engagement metrics to inform targeted marketing campaigns, increasing online sales by 15%.
- Maintained financial records with advanced Excel functions, ensuring accurate bookkeeping and profitability analysis.
- Developed and executed data-driven social media strategies, achieving a 25% boost in customer engagement.

CUSTOMER SERVICE AGENT(TELESALES) – Jumia Nigeria– Yaba, Lagos

January 2021 – February 2022

- Provided outstanding customer support by handling inbound calls, assisting customers with placing orders, navigating the website, and resolving inquiries effectively.
- Enhanced sales performance by processing and analyzing trigger documents, including invalid orders, failed deliveries, and abandoned carts, contributing to achieving daily Gross Merchandise Value (GMV) targets.
- Managed High Value Orders (HVO) by preparing quotations, verifying proof of payment, and ensuring smooth and timely transaction completion

Education

BACHELOR OF SCIENCE IN MARINE BIOLOGY – University of Lagos – Akoka, Lagos

October 2021

CERTIFICATE IN DATA ANALYSIS – IJAN AFRICA – Lagos, NGA

January 2025

Skilled in Advanced Excel, SQL, Power BI, Python