

# IMMACULATE OKORO

Abuja, Nigeria

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## PROFILE SUMMARY

- Proven ability in analysing large datasets, Data modelling and DAX to drive business decisions.
- Proficient in creating compelling interactive dashboards using Excel and PowerBI, enhancing data accessibility and understanding
- Strong command of Excel, SQL, and PowerBI, enabling efficient data manipulation and analysis.
- Proficient in market research, requirement gathering, qualitative and quantitative analysis.

## RELEVANT COURSE WORK

- |                      |                     |                 |                            |
|----------------------|---------------------|-----------------|----------------------------|
| • Data Integrity     | • Data Governance   | • Generative AI | • Requirement Gathering    |
| • Data Visualization | • Data Manipulation | • Data Mining   | • Business Impact Analysis |

## EXPERIENCE

### Tribe Africa - Data integrity and Research Analyst

June 2024-Present

- Manage and enhance the Organization's data across all CRM tools, ensuring accurate information
- Conducted in-depth market research and analyzed trends to support strategic planning.
- Collaborate with cross-functional teams to address specific research needs.
- Prepare detailed reports and presentations summarizing research findings, leveraging strong analytical skills and attention to detail.

### Analytics Extra Mentorship and Training - Data Analyst

Aug - Nov 2024

- Performed Data modelling, and DAX Queries, demonstrating **critical thinking** and **attention to detail** to ensure **100%** accuracy, in data normalization, and extraction of key metrics to solve business problems.
- Applied advanced **data cleaning** and **data normalisation** techniques, showcasing **problem-solving** to maintain data integrity and obtain optimal retrieval process.
- Designed and delivered customizable dashboards using PowerBI, leveraging creativity and stakeholder communication to provide actionable insights.

## PROJECTS

### Supplier Quality Analysis-|PowerQuery | PowerBI Live Dashboard

- Offered data-driven solutions to **the programme management team** to **reduce downtime** in the manufacturing process and **regulate and control defective materials**. This led to **Production efficiency** of **60%**. Built an **interactive Power BI Dashboard** for enhanced data visualisation. For **effective communication** and **decision-making**.

### Atlanta Crime Analysis-| Excel |PowerQuery | PowerBI Live Dashboard

- Atlanta crime cases from 2001 - 2021 from Kaggle and other ad-hoc datasets, utilized PowerBI to analyse crime data and identify crime scenes and trends. Built an **interactive Power BI Dashboard** for enhanced data visualisation. This analysis led to the **discovery of high crime rate zones** and offered possible insights into **regulation of crimes** in those areas

### Adidas Store Analysis:- Excel/PowerQuery [Live Dashboard](#)

- Tulip BodyCare and Massage store analysis. Built an interactive Dashboard to **evaluate market and product growth across each store**. This led to the discovery of **valuable insights** such as **profit growth** over the years across each region and **top-selling products**.

### HR Analytics Report |PowerBI | Live Dashboard:-

- Built a compelling DashBoard that Analysed Employees in a Company, indicated Key Metrics used to Analyse the performance of each Employee. **Highlighting the top and worst performers** owing to different dimensions

## TECHNICAL SKILLS

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**Analytical tools** Excel, PowerBI, PowerQuery

**Language** SQL

**Technologies/Frame Work** Github

## CERTIFICATIONS

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Pragmatic Works: DAX Functions Workshop:- [View Credentials](#)

Pragmatic Works: Data Modelling For PowerBI:-[View Credentials](#)

Analytics Extra Mentorship Workshop: Advanced Data Analytics With PowerBI and SQL