

CONTACT

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Portfolio: <https://github.com/Mooncake009>

- SKILLS

- Data Analysis Tools: Power BI, Excel, SQL
 - Database Management: Familiar with relational databases and SQL queries
 - Data Visualization: Experience in creating interactive dashboards using Power BI and Excel
 - Soft Skills: Strong attention to detail, time management, and multitasking abilities

- PROJECTS

E-commerce Data Analysis Project

 - Analyzed eBay perfume sales datasets for insights into top-selling brands, product trends, and revenue optimization.
 - Cleaned and transformed data using SQL and Power BI, ensuring consistency and accuracy.
 - Delivered interactive dashboards showcasing key metrics like sales performance and customer demographics.

Digital Marketing Analysis

 - Conducted a detailed analysis of Fresh Cart's advertising performance across YouTube, Twitter, Facebook, Instagram, and Google Ads (Jan–Aug 2023).
 - Evaluated key metrics such as conversion rate, cost per conversion, revenue, and return on ad spend (ROAS).
 - Created an interactive Power BI dashboard highlighting revenue distribution, platform efficiency, and actionable recommendations for budget optimization.

- EXPERIENCE

Part-Time Online Tutor

La Planete Emmanuel – 2022 to Present

 - Simplified complex concepts for learners, fostering an environment of analytical thinking.
 - Managed multiple students simultaneously while meeting tight deadlines.

EDUCATION

LAGOS STATE UNIVERSITY

Bachelor of Science (BSc)

Microbiology

2019 – 2024