

# BAMIMORE ROQEEB ADEDEJI

## DATA ANALYST

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### EDUCATION

**Obafemi Awolowo University**

*Animal Science; GPA: 3.67*

Ile-Ife, Nigeria

**April 2018 – Aug 2024**

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### SKILLS SUMMARY

<b>Languages:</b>	Python, SQL,
<b>Frameworks:</b>	Pandas, NumPy, Scikit-Learn, Matplotlib
<b>Tools:</b>	Power BI, Excel, PowerPoint, Postgres
<b>Platforms:</b>	Jupyter Notebook, Visual Studio Code
<b>Soft Skills:</b>	Report Building, Strong Stakeholder Management, Excellent Communication

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### WORK EXPERIENCE

**Data Analyst Intern**

**January 24 – Till Date**

**Algora ----- Remote**

- Executed machine learning tests and experiments using supervised and unsupervised algorithms, such as SVM, Decision Trees, Random Forest, Linear and Logistic Regression, KNN, K-means, PCA, and Gradient Boosting to answer specific business problems.
- Performed ETL processes on data sources and applying SQL queries to identify trends and obtain insights into operational and procedural improvement.
- Performed various statistical analyses and modelling using Power BI, and Microsoft Excel.

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### PROJECTS

#### **Student Performance Prediction**

- Achieved a 96% accuracy rate in forecasting student academic performance by developing and deploying a machine learning model.
- Managed data integrity by handling missing values and encoding categorical variables, enhancing quality by 33%.
- Conducted experiments with both classification and regression algorithms to identify the most suitable approach.
- Identified and comprehended key factors influencing academic performance through thorough analysis.

#### **Customer Segmentation Analysis**

- Conducted in-depth analysis of customer demographics and shopping patterns using SQL to create customer segments
- Extracted, cleaned, and analyzed large datasets to categorize customers into segments based on behavior and preferences
- Analyzed customer behaviors to inform business strategies, enhance customer satisfaction and increase customer loyalty.
- Generated business insights by identifying high-value customer segments, contributing to marketing, sales and service strategies.

### **Sales Performance Analysis**

- Designed and implement an end-to-end ETL process, enhancing ability to extract, transform and load data efficiently.
- Enhancing ability to perform data cleaning, aggregation and load the data into PostgreSQL.
- Improved proficiency in SQL for data analysis, enabling to answer complex business questions related to sales.
- Developed ability to analyze sales data to identify trends, top-performing products and regional performance which support data-driven decision-making.
- Visualize key business metrics using power BI, creating interactive dashboard and reports which support data-driven decision-making.

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### **CERTIFICATE**

**Data Science | UTIVA**

**December 2023**

- Mastered fundamental and Advanced expertise in Microsoft Excel, Structured Query Language (SQL), Microsoft Power BI, Python syntax, control flow, loops, functions, and data structures.