**ITORO JAMES EFFIONG**  
**PHONE**: 09159683153, 08140704306  
**EMAIL**: itorojameseffiong1991@gmail.com  
**LINKEDIN**: [Itoro James | LinkedIn](https://www.linkedin.com/in/itoro-james-a0417a270/)

**PROFESSIONAL SUMMARY**

Highly skilled Data Analyst with 3+ years of experience interpreting and analysing complex datasets to drive business solutions. Expertise in SQL, Excel, SPSS, and data visualisation tools like Tableau and Power BI. Proven track record of delivering actionable insights and data-driven decision-making support. Adept at identifying trends, improving business processes, and communicating findings to stakeholders.

**CORE COMPETENCIES**

* Data Analysis & Interpretation
* SQL & MySQL
* Statistical Analysis (SPSS, Excel)
* Data Visualization (Tableau, Power BI)
* Data Cleaning & Transformation
* Reporting & Presentations
* Predictive Analytics
* Problem-Solving & Critical Thinking
* Business Intelligence
* Statistical Modelling & Forecasting

**PROFESSIONAL EXPERIENCE**

**Data Analyst**  
Timi – Tech Digital Consulting  
March 2024 – Present

June 2023 - February 2024

Akwa Ibom State, Nigeria

* Analysed large and complex datasets to provide insights into customer behaviour, resulting in a 15% increase in revenue.
* Developed and maintained interactive dashboards using Tableau and Power BI, improving decision-making and reducing report generation time by 20%.
* Applied statistical analysis using SPSS to track key metrics, forecasting sales trends with a 95% accuracy rate.
* Utilized SQL and MySQL for querying, extracting, and managing data from large databases, ensuring accuracy and consistency.
* Provided regular reports and actionable insights to senior leadership, aiding in strategic decision-making and business development.

**Entry - Level Data Analyst**

Start Innovation Hub  
June 2023 - February 2024

Akwa Ibom State, Nigeria

* Performed data cleaning and data transformation tasks, ensuring data integrity for analysis.
* Conducted market analysis and customer segmentation, contributing to the development of targeted marketing strategies that increased customer retention by 10%.
* Supported the senior data analysis team in compiling and presenting reports using Excel, visualizations, and SQL queries.
* Assisted with the design and implementation of A/B testing, tracking performance metrics, and analysing results for continuous improvement.

**EDUCATION**

**Bachelor of Art in Theatre Art**  
Akwa Ibom State University,

Akwa Ibom State, Nigeria

**RELEVANT COURSEWORK:**

* Statistical Analysis & Modelling
* Data Management & Visualization
* SQL for Data Analysis
* Business Intelligence and Reporting

**TECHNICAL SKILLS**

* **Programming Languages**: Python, SQL
* **Databases**: MySQL, PostgreSQL
* **Data Analysis Tools**: SPSS, Excel (Advanced Functions & Pivot Tables), SAS
* **Data Visualization**: Tableau, Power BI
* **Other Tools**: Google Analytics, Apache Hadoop (if applicable)

**PROJECTS**

**SALES DATA ANALYSIS PROJECT**

* Analysed sales data from a retail company using SQL and Tableau to uncover trends and provide actionable recommendations for inventory management. Successfully reduced overstock by 10%.

**CUSTOMER SEGMENTATION PROJECT**

* Conducted customer segmentation analysis using SPSS and Excel, resulting in a targeted marketing strategy that improved customer engagement by 12%.

**REFERENCE**

**Mr. Ofonime Esset**

Machine Learning Engineer

08038701288

**Mr. Effiong Aqukwo**

Quality Assurance Engineer

08155265713