RUTH OHOBI

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SKILLS

- **Advanced:** Excel, SQL, Power BI and Tableau
- **Experience With:** Python (Pandas, Numpy, Scikit-Learn, NLP, Matplotlip, Seaborn, Plotly, Folium, Jupyter Notebooks, Google Colab), Git, Data Visualization

EXPERIENCE

Data Analyst   07/2018 – 07/2019
Etsako West Local Government Council, Nigeria

- Collected, cleaned and provided modeling and analyses of structured data used for major business initiatives which increased revenue by 15%.
- Extracted, cleaned and transformed data using SQL.
- Analyzed data, prepared regular and ad-hoc reports, built dashboards to surface key findings to upper management for organizational decisions.
- Migrated and transformed data from various heterogeneous sources using custom-built SQL Server Integration Service (SSIS) packages to enable further analysis and reporting.
- Provided advice and assistance to company's staff in improvements of data entry, data quality, processing and utilization which resulted in 28% decrease in data entry errors.

Data Analyst   03/2014 – 12/2015
Universal Fesbay Nigeria Limited, Nigeria

- Queried and merged data from different tables using SQL, performed analysis, and presented findings through clear and innovative visualizations using BI tools to identify areas that can be targeted for marketing campaigns.
- Performed market analysis to efficiently achieve objectives, increasing sales by 25%.
- Developed key performance indicators and scorecards to monitor product sales and operations of vendors and fulfillment centers.
- Developed reports and dashboards as needed using Tableau for executives.
- Researched industry trends, conducted surveys, analyzed data from like organizations, and analyzed internal data to identify opportunities for process improvements by 20%.
- Used data analysis and interpretations to improve decision making by 50% for the bargaining team including new compensation models and identified areas for improvement.

Data Analyst   11/2012 – 03/2013
NIIT Benin Centre, Nigeria

- Performed extensive data cleansing and analysis, using pivot tables, formulas (v-lookup and others), data validation, conditional formatting and graph and chart manipulation.
- Optimized data collection procedures and generated reports on a weekly, monthly and quarterly basis using Microsoft PowerPoint.
- Successfully interpreted data in order to draw conclusions for managerial action and strategy.
- Reduced processing time by 65% in reports, implementing macros.

EDUCATION

Statistics, Advanced Diploma   2012 – 2014
Federal Polytechnic, Ado-Ekiti, Nigeria
Capstone Thesis: Time Series Analysis on I.T Awareness

Statistics, Postgraduate Certificate   2016 – 2018
Auchi Polytechnic, Nigeria
Capstone Thesis: Analysis and Prediction of Armed Robberies

- The project uses Edo-State crime dataset consisting of the number of armed robbery cases and the location of crime. The dataset was analyzed and the future rate of robberies was forecasted using the time series model. Also, possible measures were suggested to reduce armed robbery in the affected areas.

Udemy, Master SQL for Data Science Certificate   **2019**
Udemy, SQL & Power BI Certificate   **2019**
365 Data Science, Introduction to Python Certificate   **2020**
365 Data Science, SQL + Python + Tableau Certificate   **2020**
365 Data Science, Tableau Certificate   **2020**