

# DANIEL SAM-EGBEDE

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## Profile Statement

Enthusiastic data professional with a blend of expertise in data analysis, machine learning, and programming. Experienced in leveraging data to drive insights, solve complex problems, and create business value. Proven ability in Python, SQL, predictive modeling, and Excel-based data modeling. Passionate about extracting value from data and communicating findings effectively.

## Technical Skills

OCI	Azure	AWS	Machine Learning	Data visualisation	Data Analysis	Excel	Git
Oracle DB (12c, 19c)	SQL Server	MySQL	SQL	PL/SQL	T-SQL	Python	Pandas
Numpy	Power BI	Keras	Data Modeling	TensorFlow	Scikit-Learn	Data Mining	R
Data Warehousing	Business Intelligence	Data Structures	Deep Learning	Data Migration			
Predictive Modeling	Data Cleaning	Database Management	SSIS/SSRS/SSAS	Linux / Windows			
Problem Solving   Communication Skills   Teamwork   Attention to detail   Adaptability							

## Projects

- **Data Analyzer App:** Developed and led a team to create a robust data analyzer app in Excel designed to aggregate and analyze data from multiple sources.
- **Revenue Forecast App:** Developed and deployed a revenue predictive model using Python and xlwings, seamlessly integrating it with Excel for enhanced accessibility, user-friendliness, and cost-effectiveness.
- **User Behavior App:** Developed a platform to analyze user behavior patterns and transaction histories. Utilized machine learning models to identify user segments, predict future behavior, and uncover insights such as peak transaction times and preferred products usage.

## Work Experience

### Data Reporting Analyst

11/2022 – Current

Company – Bibimoney Limited UK

- Conducted a cluster analysis to segment customers based on product usage behavior using Python's scikit-learn.
- Developed and automated data pipelines to extract and transform customer transactional data, reducing data processing time by 65% and improving data accuracy by 20%.
- Collaborated with the finance team to create data visualizations that identified key financial segments, leading to strategic budget forecasting.
- Collaborated with the operations team to develop Power BI dashboards, resulting in enabling quick and strategic business decisions.
- Developed and maintained complex SQL queries, stored procedures, triggers, and functions to support the core business application.
- Streamlined data reporting processes by integrating various data sources into a unified reporting framework, reducing manual reporting time by 30%.
- Developed custom reporting solutions using SQL and Python to meet unique business needs and ad-hoc analysis requests.
- Managed data access and permissions to ensure data security and compliance with company policies and regulatory requirements.
- Utilized advanced statistical methods and data mining techniques to uncover hidden patterns and correlations in large datasets.

### Database & Application Analyst

12/2015 – 09/2022

Company – OmniBSIC Bank Ghana Limited

- Developed and executed SQL queries to pull data for 20+ weekly reports increasing department efficiency by 25%.

- Developed and maintained data pipelines for extracting and transforming data from various sources for the purpose of a data migration project.
- Assisted in creating data-driven interest rate strategies by analyzing historical loan's repayment data.
- Collaborated with the credit department to analyze loans data to identify suitable loan products.
- Designed and implemented database schema changes for performance optimization and scalability.
- Optimized database performance through indexing, query optimization, and database tuning.
- Designed and developed SQL queries for data extraction, transformation, and loading (ETL) processes.
- Provided support and training to end users, enhancing their proficiency in using database systems and SQL queries.

## **Database & SQL Data Analyst**

**12/2012 – 11/2015**

**Company** – Identity Management Systems (IMS) – Margins Group

- Managed and maintained multiple relational database systems, ensuring data integrity and high availability.
- Developed and optimized complex SQL queries for data retrieval, manipulation, and analysis to support business decision-making processes.
- Designed and implemented ETL processes to efficiently extract, transform, and load data from various sources into target databases.
- Created and maintained reports, dashboards, and visualizations using SSRS and Power BI, providing actionable insights to stakeholders.
- Performed regular data quality checks and cleansing activities to ensure data accuracy and reliability.
- Documented database structures, processes, and procedures, ensuring compliance with data governance and security policies.

## **Education**

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**Degree:** MSc. Artificial Intelligence

**Institution Name** – Aberystwyth University

**Degree:** BSc. Food Science & Technology

**Institution Name** – Kwame Nkrumah University of Science and Technology

## **Certifications**

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- Oracle SQL Expert.
- Oracle Certified Professional
- MCITP Database Administrator
- Accenture Data Analytics and Visualization Job Simulation