

Mercy Ify OKEZIE

Data Analyst

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PROFESSIONAL SUMMARY

A results-driven Data Analyst with over 8 years of experience in providing data-driven insights, managing projects, and driving business growth across industries. Proficient in Excel, data visualisation tools, and project management. Skilled in analysing data, identifying trends, and communicating findings to stakeholders.

SKILLS

Data Visualization Tools Tableau, Advanced MS Excel

Data Analysis Tools/Database R(Tidyverse), SQL (Big Query on Google Cloud Platform; GCP), MySQL

Other Tools MS Office (PowerPoint, Word, Outlook)

Soft Skills Communication and presentation skills, Data Storytelling, Strategic thinking, Problem-solving, Team management and Leadership.

PUBLISHED PROJECTS

Analysis of Lebanon's Financial Crisis from 2018-2022

Used advanced Microsoft Excel functions to analyze key economic indicators over a 10-year period to determine business profitability.

[\[Article\]](#)

Key Tools: MS Excel Tableau Pivot Table Dashboard

User Analysis Of A Fitness Tracker

Analysis using R (tidyverse library) to clean, explore, visualize and gain business insight into user fitness behaviour to drive marketing campaign.

[\[Article\]](#)

Tools: Python Data Collection Wordcloud

WORK EXPERIENCE

2019-02 - **Regional Sales Analyst** HOUSE OF LUNETTES
Current

- Led a team of 4 to optimize e-commerce performance by analyzing data sales using tools like Excel pivot tables to extract meaningful insights that informed strategy and decision-making.
- Created dashboards and reports with real-time insights into marketing performance by identifying top-performing products & growth trends resulting in a 12% increase in revenue.
- Provided training and support to team members in using data analysis tools and comprehending reports.
- Managed a customer base penetration project to yield a 32% growth using creative promotional approaches highlighted by data visualization.

2018-01- **Account Officer** ACCESS BANK PLC

- Analyzed risk asset portfolio using Excel pivot tables to identify qualified risk asset prospects, resulting in a 13% growth in the portfolio.
- Resolved logged complaints daily using Excel spreadsheet to keep track of customer interactions, resulting in a 22% increase in mobile app usage.
- Achieved 23% growth in liability stock which surpassed the target, through targeted networking, product upselling, and offering beneficial financial advice based on industry knowledge.

2014-09- **IT Project Coordinator** VAULTNOIR LIMITED

- Developed training material using Microsoft PowerPoint and led the presentation of the first training program to sensitize over 200 people to leverage social media to gain market share.
- Created periodical reports to stakeholders nationwide who subscribed to the service.
- Enhanced digital application information resources through research on industry trends.

EDUCATION - DEGREES AND CERTIFICATIONS

Master of Science (MSc.) Data Science – University of East London (In view)

Google Data Analytics Professional Certificate

Courses: Data Analysis and Visualization with R programming language, SQL, Data Presentation, Data Cleaning.

Bachelor of Science (BSc.) Computer Science - Covenant University

Volunteer; Technical Crew (Olive Media Production Unit)

Member, Covenant University Alumni Association (CUALA)