Afolabi Olawale Goodluck

Lagos, Nigeria

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Github

A detail-oriented **Retail Sales Data Analyst** with a BSc in Mathematics, Detail-oriented **Retail Sales Data Analyst** with expertise in Python, SQL, and Power BI. Proficient in data visualization, predictive modeling, and customer segmentation to optimize operations and drive actionable insights. Proven success in uncovering trends that enhance efficiency, revenue, and customer satisfaction.

Key Skills

- **Technical Tools:** Python, SQL, Power BI, Excel (Pivot Tables, Data Analysis), Jamovi
- **Data Science & Analysis:** Predictive Modeling, Market Basket Analysis, Data Cleaning, Statistical Testing (KMO, Bartlett's)
- **Visualization & Reporting:** Dashboard Creation, Data Storytelling, Factor Analysis
- **Soft Skills:** Critical Thinking, Problem Solving, Effective Communication

Work Experience

Startup Environment   **Mar 2024 - Present**
Data Analyst

[GitHub](#)

- Conducted **market research** and competitive analysis to assess customer demand and pricing strategies.
- Developed a dynamic **pricing model** for food deliveries based on distance, restaurant location, and **customer demand.**
- Conducted **exploratory data analysis (EDA)** to identify trends in customer orders, leading to a **20% increase in customer retention**.
- Developed reports and dashboards using **SQL, Power BI, and Excel** to track key performance metrics, reducing manual tracking efforts by 12+ hours weekly.
- Identified inefficiencies in **delivery operations**, enabling the implementation of an optimized routing system that reduced delivery times by **15%**.

FlexiSAF Edusoft Limited   **Sep 2024 – Dec 2024**
Data Scientist Intern

[GitHub](#)   *Lagos,Nigeria*

- Conducted **K-Means clustering** on customer data to segment users into three key groups: **Low Spenders**, **High Spenders**, and **Cash Advance Users**, enabling targeted marketing strategies.
- Developed a **Gradient Boosting model** (96.98% accuracy) to predict **customer churn**, informing retention strategies that reduced attrition by **18%.**
- Developed **machine learning** models (Random Forest) with **96.98% accuracy**, enhancing targeted marketing strategies.
- Analyzed customer **purchase behavior**, uncovering insights that supported retention and resource **optimization initiatives**.

Projects

[GitHub](#)

Market Basket Analysis and Item-Based Collaborative Filtering Project   *Aug 2024 - Sep 2024*

- Implemented **Market Basket Analysis** to uncover frequently purchased item combinations, increasing cross-selling opportunities.
- Built a **recommendation system** using collaborative filtering, enabling personalized recommendations based on customer history.
- Collaborative Filtering: Implemented Item-Based Collaborative Filtering using **Python** and **Scikit-learn**, building recommendation systems based on customer purchase history.
- Created visual dashboards using **Matplotlib** to present findings, including most frequently purchased items, strong product associations, and personalized recommendations.

Education

Lagos State University   **Aug 2021 - Jan 2025**

Bachelor of Science (Education), Mathematics and Education   *Lagos, Nigeria*

Certifications

- **Ask Questions to Make Data-Driven Decisions**: Cousera 2024
- **Statistics for Data Science and Business Analysis**: Udemy 2024
- **Microsoft Excel : Data Analysis with Excel Function**: Udemy 2024
- **Accenture North America - Data Analytics and Visualization Job Simulation**: Forage 2024