

AFOLABI OLAWALE GOODLUCK

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SUMMARY

Data Analyst with expertise in transforming complex data into actionable insights. Skilled in uncovering trends and presenting findings clearly to drive strategic decisions. Adept at both technical and non-technical communication.

WORK EXPERIENCE

Freelancing

Mar 2024 - Present

Data Analyst

Lagos, Nigeria

- Conducted comprehensive predictive analysis using a linear regression model to forecast total weight lifted by powerlifters, resulting in a 25% improvement in forecast accuracy.
- Cleaned and preprocessed the dataset by addressing missing values, eliminating outliers, and encoding categorical variables, reducing preprocessing time by 30% and enhancing model performance.
- Built and evaluated a linear regression model, achieving an R score of 0.85 and RMSE of 12.4, demonstrating the model's effectiveness.
- Developed a Power BI dashboard that led to a 25% increase in forecast accuracy, enabling data-driven strategic decision-making for stakeholders.

PROJECTS

Geographic Sales Performance

- Conducted in-depth sales analysis focusing on geographical regions and customer segments, leading to a 15% improvement in targeted marketing effectiveness.
- Applied data cleaning and feature engineering techniques, improving data accuracy by 25%.
- Created visualizations using Matplotlib and Seaborn, increasing stakeholder engagement by 20%.
- Developed a Power BI dashboard to analyze sales and profit drivers, optimizing strategic planning and improving sales performance by 10%.

SQL-Driven Sales Performance Analysis

- Analyzed sales data with SQL, revealing insights into consumer behavior and industry trends.
- Designed interactive visualizations with Power BI and Excel, enhancing strategic decision-making and increasing marketing effectiveness by 15%.
- Employed advanced Excel techniques, such as pivot tables, to streamline reporting and reduce analysis time by 20%.

Exploratory Data Analysis on Market Basket Analysis and Item-Based Collaborative Filtering

Aug 2024 - Sep 2024

- Performed Market Basket Analysis to identify product associations, enhancing sales strategies with a 20% increase in effectiveness.
- Developed an Item-Based Collaborative Filtering system, improving recommendation accuracy by 15% and customer engagement by 12%.
- Utilized Python, Pandas, and Surprise for data analysis and model building, delivering key insights on cross-selling and product placement.

EDUCATION

Lagos State University

Aug 2021 - Sep 2024

Bachelor of Science (Education), Mathematics Education, Mathematics and Education

Nigeria

CERTIFICATIONS

- **Ask Questions to Make Data-Driven Decisions:** Coursera 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

SKILLS

- Python, Power BI, Jamovi (Statistical Analysis and Visualization), Excel (Data Manipulation, Pivot Tables), Data Analysis, Critical Thinking, Effective Problem Solving, Data Visualization, Statistics, SQL, Power point, Dashboard creation