Yoada Belaye Zeleke

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Summary

Junior Data Analyst skilled in data cleaning, statistical analysis, and predictive modeling, with a Psychology degree enhancing data-driven solutions. Proficient in SQL, R, and Tableau, passionate about solving real-world challenges through actionable insights.

Skills

Technical Proficiencies:
- Data Analytics: SQL (Beginner), R (Intermediate), Tableau (Intermediate), Excel, Google Sheets, Data Cleaning
- Statistical Analysis: Regression Models (Linear, Logistic, Random Forest), EDA, Descriptive/Inferential Statistics
- UI/UX Design: Figma, FigJam, Maze, Wireframe, Prototype, Information Architecture, User Research, Color Theory
- Visualization & Reporting: Tableau Dashboards, Google Analytics, PowerPoint, SPSS

Projects

E-Commerce Funnel Analysis
- Cleaned and pre-processed raw data using Google Sheets for data cleaning and feature engineering.
- Conducted funnel analysis using R to identify conversion rates at each stage of the customer journey, revealing a 13.88% return rate from the purchase funnel.
- Developed interactive Tableau dashboards to visualize funnel stages and demographic behaviors (e.g., gender-based analysis), aiding in understanding drop-offs and customer retention patterns.

Bitcoin Price Prediction Analysis
- Cleaned and prepared Bitcoin price data using Google Sheets to remove inconsistencies and handle missing values.
- Conducted exploratory data analysis (EDA) using R to identify patterns and correlations between Bitcoin prices and market factors like trading volume and sentiment.
- Built a regression model to predict Bitcoin prices with an R^2 value of 0.85 and visualized key insights using Tableau, providing an interactive view of price trends.

Uncovering Diabetes Trends: Predictive Modeling & Data Visualization
- Built a logistic regression model in R to predict diabetes risk, achieving an AUC score of 0.87 using metrics such as age, BMI, and glucose levels.
- Conducted EDA to uncover trends in diabetes risk factors, identifying strong correlations with lifestyle choices.
- Designed a Tableau dashboard to present predictions and model performance, enhancing stakeholder decision-making in healthcare initiatives.

Education

Google Data Analytics Professional Certificate
Coursera | November 2024
- Gained hands-on experience with SQL, R, Tableau, and data visualization techniques for real-world projects.

Bachelor of Science in Psychology
Tennessee State University | May 2023 | **Summa Cum Laude (4.0 GPA)**
- Relevant Coursework: Research Methods, Inferential Statistics, Descriptive Statistics
- Senior Project: Conducted SPSS analysis of personality traits affecting academic success and presented findings.

Experience

Freelance Web Designer | Self-Employed | Remote
February 2024 - Present
- Designed and hosted websites, implementing SEO and managing backlinks to boost search rankings and traffic.
- Used Google Analytics and Squarespace Analytics to track user behavior, optimizing sites based on data insights.
- Collaborated with clients to refine design concepts and provided reports to guide decisions and improve UX.

UI/UX Design Intern | Prospify | Remote
January 2024 – August 2024
- Redesigned user interfaces and conducted A/B testing using Figma and Maze, boosting user engagement by 25% for an AI Fintech SaaS platform.
- Conducted user research and usability testing, reducing onboarding time by 30% based on insights.
- Collaborated with product managers, business analyst and developers to implement design changes, aligning features with company brand and users' needs.

Peer Mentor and Tutor | Tennessee State University | Nashville, TN
August 2022– December 2022
- Observed 20+ patients per unit, tracked vital signs and behavior, and recorded data in MyAvatar EHR to support treatment plans.
- Participated in daily team reports, providing updates and contributing to treatment discussions with nurses.
- Delivered emotional assistance to patients and worked alongside nurses, doctors, and behavioral analysts to meet patient needs.

Research Facilitator | Nashville State Community College | **Nashville, TN**
March 2020 – May 2021
- Collaborated with professors and over 100 student research facilitators, managing group activities and streamlining communication with students.
- Conducted interviews, surveys, and body language analyses, translating findings into actionable reports to enhance engagement strategies.
- Delivered research insights that improved institutional programs, increasing student engagement by 25%.