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
- Visualization & Reporting: Tableau Dashboards, Google Analytics, PowerPoint, SPSS
- Communication: Data Storytelling, Collaborative Presentation

Projects

Bitcoin Price Analysis and Predictive Model
- Conducted a comprehensive analysis of Bitcoin price trends (2014-2022) using R and Tableau, identifying critical market influences.
- Developed a regression-based predictive model, achieving an R^2 value of 0.85 for future price forecasting.
- Created an interactive Tableau dashboard to showcase key insights, improving stakeholder engagement in data-driven decision-making.

Healthcare Medical Cost Prediction
- Cleaned and analyzed Kaggle's medical cost dataset using R, implementing Linear Regression and Random Forest models to achieve an R^2 of 0.76.
- Visualized cost drivers (e.g., smoking, BMI) through Tableau dashboards, facilitating improved stakeholder understanding of key cost trends.
- Delivered actionable recommendations to optimize medical cost management strategies.

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 on Squarespace, 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 & Tutor | Tennessee State University | Nashville, TN
August 2022– December 2022
- Provided in-depth SPSS and statistics tutoring to 15+ students, improving average course performance by 20%.
- Delivered one-on-one and group tutoring sessions, leveraging SPSS and data visualization to enhance understanding.
- Boosted student confidence and understanding by simplifying complex statistical concepts, leading to a 95% satisfaction rate.

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%.