

# Rodrigue Zacharie Deguenon

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[LinkedIn](#) | [Kaggle](#) | [Portfolio](#)

## Technical Skills

### Data Analysis:

- SQL & MySQL (Database Design, Optimization)
- R Programming (ggplot2, tidyverse, R Markdown)
- Tableau & Power BI (Interactive Dashboards)
- Advanced Excel

### Additional Skills:

- Data Visualization
- Quantitative Research
- Business Intelligence
- Digital Marketing Analytics
- Fluent in English & French

## Projects

### Furniture Store Analysis

Jun 2025

- Developed interactive dashboard in **Excel** to visualize sales performance.
- Identified key performance factors driving sales and customer engagement
- Provided actionable recommendations to optimize sales, profit and operations.

### Bellabeat Data Analysis

Jan 2025

- Conducted EDA on smart device usage data using **R** to identify user behavior trends
- Proposed app refinements with potential to increase user retention by 15%
- Created comprehensive report with actionable recommendations for product development

### Cyclistic Bike Share Analysis

Jan 2025

- Analyzed rider behavior patterns using **R** to develop customer retention strategies
- Built interactive **Tableau** dashboard to visualize insights and simulate marketing approaches
- Identified peak usage times and recommended targeted marketing campaigns

### Mint Classics Inventory Optimization

Jan 2025

- Performed **SQL** analysis on inventory data to identify optimization opportunities
- Simulated warehouse closure and redistribution of 79,380 inventory units
- Identified slow-moving products to reduce excess inventory

## Work Experience

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**Digital Marketing Consultant**  
*GINFORM, Lomé, Togo*

**Dec 2023 - Present**

- Increased software adoption by 20% through data-driven onboarding strategies
- Boosted client bookings by 15% using SEO and reputation management analytics

**Marketer**  
*ZENITH BANK GHANA LIMITED, Accra, Ghana*

**Nov 2022 - Sep 2023**

- Led team that grew new accounts by 15% using customer segmentation analysis
- Identified cross-selling opportunities that improved engagement by 20%

## Education

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**Bachelor of Business Administration**  
*University of Professional Studies, Accra, Ghana*  
GPA: 3.39/4.0

**Aug 2022**

- Relevant coursework: Quantitative Methods, Operations Management, Research Methods

## Extra-Curricular & Certifications

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**Accenture North America Data Analytics and Visualization Job Simulation on Forage**  
*Forage*

**Jun 2025**

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture
- Cleaned, modelled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

**Google Data Analytics Professional Certificate**  
*Coursera*

**Jan 2025**