

RODRIGUE DEGUENON

Skills

Data Analysis & Visualization: Power BI, Tableau, Excel (Pivot Tables, Pivot Charts), Power Query, DAX

Programming & Databases: SQL (MySQL, SQL Server), R (tidyverse, ggplot2)

Other: Data Modeling, ETL, KPI Tracking, Data Storytelling, Business Intelligence Reporting

Projects

HOTEL REVENUE DASHBOARD – Personal Project – Remote July 2025

- Designed a two-page **Power BI** dashboard tracking Gross, Net, and Lost Revenue with month-over-month comparisons.
- Consolidated and transformed 92,000+ booking records using **Power Query** into a unified, standardized dataset.
- Built **custom DAX measures** for KPIs and automated time-based comparisons
- Revealed a 63% YoY drop in lost revenue and 62.5% fewer cancellations, informing pricing and retention strategies

WITTIG STUDENT MANAGEMENT SYSTEM – Personal Project – Remote June 2025

- Built a **MySQL** database with 5+ interconnected tables for courses, students, and enrollment records
- Created **ERDs**, engineered schema scripts, and generated realistic mock datasets
- Developed **SQL** queries to analyze course loads, departmental counts, and trends
- Flagged excessive workloads (avg. 9 courses vs. 5–6 recommended), prompting academic policy review

MINT CLASSICS INVENTORY OPTIMIZATION – Personal Project – Remote January 2025

- Conducted **EDA** on inventory, warehouse, and sales data to guide warehouse closure decisions
- Developed **SQL queries** to calculate turnover ratios and flagged over- and under-stocked products
- Recommended consolidation strategies projected to reduce holding costs and improve efficiency

BELLABEAT WELLNESS DATA ANALYSIS – Capstone Project – Google Data Analytics Professional January 2025

- Cleaned and merged 23,000+ Fitbit activity, sleep, and intensity data in **R Studio** using **tidyverse** and **ggplot2**
- Found only 2% of users met WHO activity guidelines vs. 55% achieved sleep goals.
- Proposed app features including personalized goals, sedentary alerts, and gamification to boost engagement

Work Experience

DIGITAL MARKETING CONSULTANT – GINFORM – Lome, Togo December 2023 - Present

- Increased adoption of hotel management software by 20% through data-driven onboarding and training.
- Improved client bookings by 15% by leveraging SEO and performance analytics.
- Delivered actionable insights from OTA data to optimize pricing and visibility strategies.

MARKETER (NATIONAL SERVICE) – Zenith Bank Ghana Limited – Accra, Ghana November 2022 - October 2023

- Led a team to run outreach campaigns, achieving a 15% increase in new accounts.
- Identified cross-selling opportunities that boosted customer engagement by 20%.
- Supported onboarding of new clients, streamlining account setup and inquiry handling.

Education

BACHELOR OF BUSINESS ADMINISTRATION – University of Professional Studies Accra – Accra, Ghana August 2022
Relevant Coursework: Quantitative Methods, Operations Management, Research Methods

Certifications

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- Google Data Analytics Professional Certificate