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PROFESSIONAL PROFILE

A detail-oriented **Finance graduate** transitioning into **Data Analytics**. Experienced in managing complex financial datasets, building Power BI dashboards, and performing database management using MySQL. Currently seeking an **Entry-Level Data Analyst** role to apply technical skills in data cleaning, modeling, and visualization to drive business growth and operational efficiency.

TECHNICAL SKILLS

- **Data Visualization:** Power BI (DAX, Interactive Dashboards), Advanced Excel (Pivot Tables, VLOOKUPS).
 - **Database Management:** MySQL (SQL Queries, Database Schema Design, Data Extraction).
 - **Data Cleaning:** Power Query (Advanced Data Transformation, Appending/Merging complex datasets, Error Handling).
 - **Financial Analysis:** Financial Modeling, Risk Analysis, and Unit Economics.
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DATA ANALYSIS PROJECTS

Finance Dashboard Development | Power BI & MySQL

- Engineered a live connection between MySQL and Power BI to analyze sales and profitability for a retail dataset.
- Developed custom **DAX measures** to calculate Total Profit and Profit Margins, identifying top-performing products.
- Designed interactive slicers and visuals to allow stakeholders to filter data by category and time-series.

Automated Bank Statement Consolidation | Power Query

- Successfully appended and cleaned **143 separate bank transaction tables** into a single master dataset.
 - Implemented advanced cleaning steps to remove non-standard tags ([image]) and standardized date/time formats for accurate financial reporting.
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EXPERIENCE

Head of Department (Technology & Data Strategy) *Adeoti Comprehensive College, Lagos* | July 2023 – April 2025

- **Data Insight:** Analyzed student performance datasets to identify learning gaps, implementing interventions that improved test scores by **45%**.
- **Reporting:** Led a team of educators in utilizing data-driven lesson plans to ensure curriculum quality.

Founder & Project Lead *TradeSpur (Fintech Project)* | Aug 2025 – Present

- **Financial Modeling:** Built unit economic models for inventory finance, calculating contribution margins and default-rate risk analysis.
- **Market Research:** Analyzed primary research data from retailers to validate demand for BNPL solutions in the FMCG sector.

Digital Marketing Manager / Strategist *Various Companies* | April 2018 – Present

- **KPI Tracking:** Analyzed raw company data and keyword metrics to develop KPIs, leading to a **70% boost** in organic traffic and **50% increase** in sales ROI.
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EDUCATION

B.Sc. Finance University of Ilorin, Nigeria

- **Relevant Coursework:** Statistics for Finance, Investment Analysis, Financial Management.
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CERTIFICATIONS

- **Basic and Advanced Excel** – New Horizons
- **Data Analysis & Visualization with Power BI** (In Progress/Self-Taught)
- **SQL for Data Science** (In Progress/Self-Taught)