

Olufunsho Peters

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Proficient in Python, SQL, Tableau, and R, with a proven track record of translating complex datasets into actionable business insights. Skilled in identifying trends, conducting exploratory and statistical data analysis, and developing data-driven solutions to enhance organizational decision-making.

Skills & Qualifications

- 7 Years experience with front & backend development
- Proficiency in Python, SQL, Tableau, Power BI, and R.
- Experience in data visualization and dashboard creation.
- Strong analytical and problem-solving abilities.
- Effective communication skills, capable of conveying complex data insights.

Data Analytics Stack

- **Data Analysis:** Skilled in exploration data analysis and regression analysis
- **Languages:** Python, R, JavaScript, SQL
- **Data Visualization Tools:** Proficient in Tableau & Power Bi
- **Machine Learning Models:** Regression (linear, logistic), Naïve Bayes, decision trees, random forest, AdaBoost, XGBoost

Projects

- **Adventure Works Sales Dashboard Development:** Building interactive Power BI dashboards for sales analysis using SQL cleansed data.
- **Predicting Employee Turnover at Salifort Motors:** Analyzing Salifort Motors' HR data to model and predict employee turnover, enhancing retention strategies.

Work History

Data Analyst Intern

JEWIN Women 2 Women Charity, Witney, Oxfordshire, UK

MAY 2023 - PRESENT

Engaged in transforming data into strategic insights to support fundraising and operational decisions. Focused on customer segmentation and visual data representation to enhance marketing and donor engagement efforts.

- Developed algorithms for customer segmentation using Python, enhancing targeted marketing efforts.
- Initiated a predictive analysis project for donor trends, increasing fundraising efficiency by 30%.
- Streamlined data reporting processes, reducing time spent on data compilation by 40%.

Marketing Data Analyst

S29 Digital Marketing Agency, Lagos, Nigeria

JAN 2019 - MAY 2023

Drove marketing strategies through insightful data analysis and visualization. Specialized in automating data processes and optimizing digital marketing campaigns, significantly improving client engagement and cost-efficiency.

- Led data-driven marketing campaigns, resulting in a 20% increase in client engagement and conversions.
- Automated data collection and reporting processes, enhancing efficiency and accuracy.
- Implemented a new customer data platform, improving data accuracy and accessibility for marketing teams.
- Analyzed and optimized digital ad spending, leading to a 25% reduction in cost per acquisition.

SEO Data Analyst with Visualization Focus

Afrotourism West Africa, (Tourism Marketing Agency)

AUG 2015 - NOV 2018

- Utilized data visualization tools to present SEO insights, resulting in a 40% improvement in organic traffic.
- Led data-driven marketing campaigns, resulting in a 20% increase in client engagement and conversions.