

Donatus Victor

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Professional Summary:

Hard-working and curious data analyst with experience in SQL, Power BI, Microsoft Excel, and Python, with a passion for creative innovation. Proficient in Microsoft PowerPoint. Eager to further implement my skills, improve my data analysis experience, collaborate with cross-functional teams to address critical business challenges, and deliver data-driven solutions.

Work Experience and Achievements:

Data Scientist | Minerva Technologies Limited, (VPay Africa) Lagos | 08/2023 – Present

- Created and automated reports and dashboards to facilitate data-driven decision-making processes.
- Utilized statistical analysis and data visualization techniques to identify trends and glean insights from large datasets.
- Implemented machine learning models to address specific business challenges and make predictions. This encompassed selecting, training models on historical data, and evaluating their performance.
- Presented findings and recommendations to stakeholders, including senior management, in a clear and concise manner.

Data Analyst Intern | CapitalCore Outsourcing Limited, Lagos | 10/2022 – 12/2023

- Established a predictive model for Trip Transaction Data using Excel and Power BI, leading to a 20% improvement in the effectiveness of trip transactions.
- Engaged in data collection, cleaning, and analysis for various projects under the guidance of a senior analyst.
- Quantified data visualizations and reports to effectively communicate insights to the team.
- Contributed to the development of data analysis methodologies and the establishment of best practices.

Data Analyst Intern | MeriSkill | 09/2023 -12/2023

- Preprocessed data to prepare it for analysis, incorporating techniques such as data normalization and transformation.
- Performed exploratory data analysis to discern patterns, trends, and insights within the dataset.
- Produced reports that summarized key findings and insights derived from data analysis.
- Recorded data analysis processes and methodologies for future reference and replication..

Data Analyst Apprenticeship | CapitalCore Outsourcing Limited, Lagos | 04/ 2022 - 09/2022

- Aided the senior data analysts in constructing dashboards using Power BI.
- Carried out data analysis using Power BI and interpreted the outcomes to present insights.

Data Analyst – Mega Hilton Hotel - Calabar, Cross River State | 11/ 2019 - 09/2022

- Leveraged data analysis to optimize digital marketing strategies, leading to a substantial increase in lead generation and a 25% improvement in return on investment (ROI).
- Fostered data-driven insights to identify the most effective lead magnets, resulting in an improved capture of potential customers' contact information and increased lead conversion.
- Analyzed the performance of promotional events and special deals, leading to the optimization of future initiatives and achieving a 30% increase in bookings and revenue growth.
- Managed the performance of the Sales Department, analyzing lead conversion rates and identifying areas for improvement in the lead nurturing process. This effort contributed to driving sales, resulting in more efficient and effective sales strategies with a 15% improvement.

Key Achievements:

- Developed a predictive model that successfully reduced the customer churn rate by 15%, leading to heightened customer retention and increased revenue.
- Implemented an automated reporting system, resulting in a 50% reduction in report generation time and enhanced data accuracy.
- Led a cross-functional team in successfully implementing a data visualization platform and conducting analysis.

Professional Training and Certifications:

- SQL – MySQL for Data Analytics and Business Intelligence. Udemy (2024)
- Data Analytics Certificate SkillAhead (2023) • AI in Power BI Workshop Pragmatic Works (2023)
- Power BI Dataflow. Pragmatic Works (2023) • Data Analytics Essentials. Coursera (2023)
- Power BI Data Analytics course and dashboard creation. Udemy (2022)
- Theoretical and practical understanding of MYSQL. Sololearn (2022)

Skills:

- Data Analysis: Excel, Power BI, SQL, Python
- Problem-solving, Analytical Thinking
- Project Management: JIRA, Version Control
- Time Management and Organizational Skills
- Collaboration and Presentation Skills
- Presentation: Microsoft PowerPoint
- Communication: Written and Verbal

Education: University of Calabar, Cross River State, Nigeria.

(BSc.) Applied Geophysics (REFEREES: Available on Request.)