

Daniel Okunade

+234 8103890489 | okdaniel999@gmail.com | [GitHub](#) | [LinkedIn](#) | Nigeria.

Detail-oriented data analyst with a strong background in data analysis and a passion for translating complex datasets into valuable business insights. Experienced in using Excel, Python, SQL, and Power BI to drive data-driven decision-making and organisational success.

Education and Certification

B.Tech. Marketing. <i>Ladoke Akintola University of technology. Oyo State, Nigeria. CGPA: 4.24</i>	2023
Data Analysis. (Professional certification) <i>DataCamp, Online.</i>	2023
Digital Marketing. <i>SQI College of ICT, Ogbomosho, Oyo State, Nigeria.</i>	2019

Skills

Core Competencies: Data Visualisation, Data Cleaning, Data Exploration, Attention to details, Adaptability, Problem Solving, Effective Communication, Team Work, Critical and Analytical Thinking.

Software: Excel, SQL, Power BI, Python, SPSS, PowerPoint, Google Bigquery, Google Sheets.

Work Experience

Research Project Assistant Freelance	Dec. 2022 - Aug. 2024
<ul style="list-style-type: none">Assisted 14 final-year students in designing and structuring questionnaire for their project data collection.Cleaned and analysed collected data, providing clear interpretations and actionable insights.Guided Students in formulating recommendations resulting in 79% of students achieving an A grade.	
Intern, Treasury Unit Nigerian Maritime Administration and Safety Agency.	Sep. 2021 - Feb. 2022
<ul style="list-style-type: none">Collected, recorded and managed data of all financial transactions handled by the unitWorked closely and with supervisors to review and expedite pending transactions.Collaborated with stakeholders to monitor transactions stages and eliminate delays.	

Projects

Everlend Loan Analysis Link	2024
Tools: SQL, Python, Power BI, Power Point	
<ul style="list-style-type: none">Analysed borrowing patterns of over 9,500 customers and identified factors affecting loan repayment.Designed machine learning model to predict loan repayment, resulting in improved decision-making.Provided strategic recommendations leading to enhanced borrowing practice.	
Customer Behaviour Analytics Link	2023
Tools: Python, Power BI, Power Point	
<ul style="list-style-type: none">Identified key drivers of sales from analysing the purchasing behavior of 213,400 customers.Explored data using similarity measures to find the control store for some selected trial storeEvaluated trial and control store performance and Visualised results to communicate findingsConducted hypotheses testing to derive actionable insights, contributing to increased sales and customer satisfaction.	
Westland Sales Analysis Link	2023
Tool: Power BI	
<ul style="list-style-type: none">Conducted a comprehensive sales analysis of 23 products, 9 sales representatives and 3 sales manager for Westland Pharmacy between 2017 and 2022.Designed an interactive Power BI dashboards to identify trends and communicate the findingsProvided actionable insights and recommendations leading to increased product sales and staff performance.	