# AFOLABI OLAWALE GOODLUCK

Lagos, Nigeria

📞 08084415996   ✉ lekanolawale477@gmail.com   💼 https://www.linkedin.com/in/olawale-goodluck-691114255   ⌂
https://github.com/walethewave

## SUMMARY

Data Analyst with expertise in transforming complex data into actionable insights. Skilled in uncovering trends and presenting findings clearly to drive strategic decisions. Adept at both technical and non-technical communication.

## WORK EXPERIENCE

### Freelancing                                                                                      Mar 2024 - Present
*Data Analyst*                                                                                       *Lagos, Nigeria*

- Conducted comprehensive predictive analysis using a linear regression model to forecast total weight lifted by powerlifters, resulting in a 25% improvement in forecast accuracy.
- Cleaned and preprocessed the dataset by addressing missing values, eliminating outliers, and encoding categorical variables, reducing preprocessing time by 30% and enhancing model performance.
- Built and evaluated a linear regression model, achieving an R score of 0.85 and RMSE of 12.4, demonstrating the model's effectiveness.
- Developed a Power BI dashboard that led to a 25% increase in forecast accuracy, enabling data-driven strategic decision-making for stakeholders.

## PROJECTS

### Geographic Sales Performance                                                                     Mar 2024 - Oct 2024

- Conducted in-depth sales analysis focusing on geographical regions and customer segments, leading to a 15% improvement in targeted marketing effectiveness.
- Applied data cleaning and feature engineering techniques, improving data accuracy by 25%.
- Created visualizations using Matplotlib and Seaborn, increasing stakeholder engagement by 20%.
- Developed a Power BI dashboard to analyze sales and profit drivers, optimizing strategic planning and improving sales performance by 10%.

### SQL-Driven Sales Performance Analysis                                                            Mar 2024 - Sep 2024

- Analyzed sales data with SQL, revealing insights into consumer behavior and industry trends.
- Designed interactive visualizations with Power BI and Excel, enhancing strategic decision-making and increasing marketing effectiveness by 15%.
- Employed advanced Excel techniques, such as pivot tables, to streamline reporting and reduce analysis time by 20%.

### Exploratory Data Analysis on Market Basket Analysis and Item-Based Collaborative Filtering       Aug 2024 - Sep 2024

- Performed Market Basket Analysis to identify product associations, enhancing sales strategies with a 20% increase in effectiveness.
- Developed an Item-Based Collaborative Filtering system, improving recommendation accuracy by 15% and customer engagement by 12%.

- Utilized Python, Pandas, and Surprise for data analysis and model building, delivering key insights on cross-selling and product placement.

## EDUCATION

### Lagos State University                                                                           Aug 2021 - Jan 2025
*Bachelor of Science (Education), Mathematics and Education*                                          *Lagos, Nigeria*

### CERTIFICATIONS

- **Ask Questions to Make Data-Driven Decisions**: Cousera 2024
- **Statistics for Data Science and Business Analysis**: Udemy 2024
- **Microsoft Excel : Data Analysis with Excel Function**: Udemy 2024
- **Accenture North America - Data Analytics and Visualization Job Simulation**: Forage 2024

## SKILLS

- Python, SQL, Power BI, Excel (Data Manipulation, Pivot Tables), Data Analysis, Critical Thinking, Effective Problem Solving, Data Visualization, Statistics, Power point, Dashboard creation, Jamovi (Statistical Analysis and Visualization), Factor Analysis, Predictive Analysis