

ERIKA OSARIEMEN ENEMENAYE

Data Analyst

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PROFESSIONAL SUMMARY

Result driven Data Analyst with experience in data analysis, reporting and business intelligence, including hands-on experience gained during my HNG internship and through practical data projects. My core strengths include data cleaning, analytical problem-solving, data visualization, dashboard development and translating complex data into clear business insights.

Proficient in Power BI, SQL, Excel, Power Query, DAX and data modeling with a focus on delivering accurate, interactive reports that supports informed decision making.

TECHNICAL SKILLS

Data Analysis Tools: Microsoft Excel (Advanced), Power Query, Power BI, SQL, DAX

Data Visualization Tools: Power BI, Excel

Databases: MySQL, PostgreSQL

Other Tools: Github, Claude

DATA ANALYTICS PROJECTS

RFM Analysis & Customer Segmentation

Tools: Power Query, DAX, Power BI

- Analyzed 30,000+ retail transactions to understand customer purchasing behaviour using Recency, Frequency and Monetary analysis
- Developed customer segments including Champions, Loyal Customers, At Risk Customers, Lost Customers and New Customers.
- Identified 30 At Risk customers, from which 10 out of 24 are High Value customers and observed a 2-7% month-over-month decline in sales, highlighting potential customer retention challenges.

Tradezone Sales & Business Analysis

Tool: PostgreSQL

- Analyzed a retail business data between 2023 and 2024 to uncover sales, customer, product and seller performance trends.
- Established spend segments based on how customers contributed to product purchase; High Spender, Mid Spenders, Low Spenders & used SQL to query and transform relational data generate business
- Recognized slow sellers' performance affecting customer satisfaction, retention and platform reputation.

EDUCATION

B. Eng. Production Engineering – Second Class Upper (2.1)

University of Benin, Nigeria / 2024

CERTIFICATIONS

- DataCamp – 2026

- Data Analysis with Kelvin – 2025

TOOLS & TECHNOLOGIES

Excel (Advanced), Power BI, SQL, Github, Google Sheets, Power Point (for presentation), Microsoft Word (for report writing), Canva (for storytelling)

ADDITIONAL EXPERIENCE

Power BI Tutor

- Provided group tutoring to students on Power BI visualization and dashboard development.
- Guided learners in transforming raw datasets into clear, interactive visualizations.

Data Analysis Coach

- Trained a student on data analytics course using the basic tools; Excel, Power BI, SQL (PostgreSQL)