Barbara Z.
Middle Data Analyst

SUMMARY

- 5 years of commercial experience with PowerBI and Tableau
- 4 years of commercial experience with SQL
- Prepared a comprehensive analysis of the US real estate market with Spotfire
- Assessed data quality from sources that contained tens of thousands of customer and transaction data, by using SQL in Azure SQL Database
- Employed data-driven techniques to develop RFM analysis, and create interactive dashboards for customer trend visualization and high-value business proposals
- Upper-Intermediate English

TECHNICAL SKILLS

Main Technical Skills	Tableau (4 yr.), SQL (4 yr.), Power BI (4 yr.), Python, Spotfire (1 yr.)
Programming Languages	Python, R
.NET Platform	Azure
Data Analysis and Visualization Technologies	Power BI (4 yr.), Tableau (4 yr.)
Databases & Management Systems / ORM	SQL (4 yr.)
Cloud Platforms, Services & Computing	Azure
Third Party Tools / IDEs / SDK / Services	Excel
Version Control	Git
Platforms	Mendix
Other Technical Skills	Statistical Modelling

EXPERIENCE

Tableau Consultant

Feb 2019 – Present

- Analyzed the USA real estate database using SQL on MS Azure SQL database for Ileads – a leading analytics and custom data service in real estate and insurance. Using Tableau, I then created data-driven and insightful reports for the first and second quarters of 2022. This has helped and will continue to help many clients make informed decisions on acquiring homes and properties.
- Delivered advanced analytics – inventory & cost analysis, performance analysis, amenities & features analysis, occupancy analysis, and rental property investment analyzer - for Vrolio Group LLC. This will help short-term rental investors analyze the possible returns of properties they plan on buying.
- Developed interactive dashboards on Tableau and PowerBI for TovoData(Real Estate data powerhouse) in the USA. I then presented the findings to management-level executives.
- Implemented ad hoc analysis of commercial data (based on SQL + PowerBI) for tracking the effectiveness of each product/channel.
- Uncovered key business insights for Marigold Freight LLC by visualizing important KPI metrics on Tableau. This increased their revenue by 25%, and also, they were able to make informed decisions and target highly valued customers.
- Provided analytics of the US real estate market with Spotfire.

Data Scientist - Quantium

Mar – May 2021

- Conducted advanced analysis on a supermarket's transactional dataset and identified customer purchasing trends and behavior.
- Forecasted sales revenue and consumer behavior for the next quarter (Time Series Analysis).
- Used t-test to identify significant differences between customer segments and their purchasing behavior.
- Created an interactive dashboard to visualize the annual company sales and profit using Tableau.
- Created the supermarket's strategic plan for the chip category in the next half year.

Data Analyst – KPMG Australia

Sept – Nov 2020

- Assessed data quality from Sprocket Central Pty LTD datasets, which contained thousands of customer and transaction data, by using SQL in Azure SQL Database.
- Created and implemented an RFM analysis to target high-value customers. I then made PowerPoint presentations, including data exploration, model development, and interpretation, to present to stakeholders.
- Developed an interactive dashboard (Tableau) about customer trends and behaviors and then, presented the findings to management and further came up with proposals to drive higher value for the company.

Data Consultant – KPMG

May 2022 – To date

- Help clients grow (increase revenue and profits) and make better business decisions by using data.
- Create high-level dashboards in Tableau and present them to C-suite executives.
- Utilize advanced analytics and financial modelling in my projects.

EDUCATION

Aix-Marseille Université France, MA
Degree: Master of Research in Business Law and Economics. Oct 2019

University of Ghana Ghana, BA
Degree: Bachelor of Arts in Economics with Philosophy. May 2017