



## 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

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

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

