

FOLAKEMI LAWAL

Data Analyst

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PROFESSIONAL SUMMARY

Data Analyst with a background in operations and business development, bringing practical understanding of how organizations run to every analysis. Experienced in Python, SQL, Excel, Tableau and Power BI, with hands-on project work across events, marketing and product domains. Proven ability to clean complex, real-world datasets and translate findings into clear dashboards and actionable recommendations that support strategic decisions.

SKILLS

Technical: Microsoft Excel (Power Query, Pivot Tables), MySQL, PostgreSQL, Python (pandas, matplotlib), Tableau, Power BI, Google Sheets

Data Skills: Data Cleaning, Exploratory Data Analysis (EDA), Data Visualization, Dashboard Development, KPI Reporting, Keyword Research, Network Analysis, Report Writing

Soft Skills: Stakeholder Communication, Research, Cross-functional Collaboration, Attention to Detail, People Management

WORK EXPERIENCE

Freelance Data Analyst | *Self-employed*

Mar 2025 – Present

Project: Event Analytics — Teeketing

- Cleaned and standardized 14,859 event registration records using Python and Excel, resolving unstructured fields to enable accurate downstream reporting.
- Designed an interactive Tableau dashboard tracking 4 KPIs, giving stakeholders real-time visual insights that informed post-event strategy.
- Delivered a written insights report with prioritized recommendations, directly supporting the client's decisions for future event planning.

Project: Research & Loan System Analysis — Pew Research / Book Loan DB

- Conducted exploratory data analysis on a modified Pew Research dataset using Excel, surfacing key behavioral patterns through charts and structured summaries.
- Wrote MySQL and PostgreSQL queries using joins, filters, string functions and aggregations to analyze a book loan database and summarize system usage trends.

Data Analyst Intern | *HNG Internship*

Jan 2025 – Mar 2025

- Achieved Stage 7 Certification of Proficiency — completing 7 progressive stages covering social media, marketing, and product analytics across multiple real datasets.
- Cleaned, analyzed and visualized datasets using Python, Excel, MySQL, PostgreSQL and Power BI, delivering findings through reports and interactive dashboards.
- Performed keyword research using Google Keyword Planner and network analysis to identify strategic content opportunities for a live tech product.
- Collaborated cross-functionally with product managers, designers and developers throughout the product development cycle.

Personal Assistant & Operations Manager | *Ozone Emporium*

Nov 2022 – Jan 2024

- Managed executive communications, diary, and travel logistics while acting as liaison between the CEO and cross-departmental staff.
- Oversaw procurement and vendor management, and produced management reports and presentations to support operational decision-making.

Business Development Officer | *Gantt Works Business Development Services (NYSC)* Mar 2021 – Oct 2022

- Performed data entry, cleaning and daily reporting using Excel to track loans, grants and operational metrics.

- Coordinated team activity to meet company targets and supported field and online research for business development initiatives.

Transport Manager Representative (Ad Hoc) | Dangote Cement Plc Jul 2020 – Feb 2021

- Maintained accurate records of truck fleet, distributor activity and driver performance, producing daily Excel reports for the Transport Manager.

EDUCATION

B.Sc. Marketing | Rivers State University 2019

CERTIFICATIONS & TRAINING

Data Analytics & Visualization Job Simulation May 2024

Accenture (via Forage) — Project scoping, data cleaning & modelling, visualization, and client presentations.

Data Visualization: Empowering Business with Effective Insights May 2024

TATA (via Forage) — Business scenario framing, visual selection, dashboard creation, and insight communication.

Data Analysis Certification Apr 2024

Women Techsters Initiative — Tech4Dev | Core data skills, tools and hands-on practical application.

Data Analysis Certification Apr 2024

Datafrik — Data cleaning, analysis and visualization tools and techniques.

References available on request