

## AJAYI Deborah Titilayo

Data Analyst | Power BI • Excel • SQL

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<https://github.com/data-with-debby>

### PROFILE SUMMARY

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Data-driven and detail-oriented Data Analyst with hands-on experience in Microsoft Excel, Power BI, Data Visualization and SQL. Skilled in data cleaning, transformation, and building interactive dashboards to generate actionable insights. Proven ability to solve problems, communicate findings clearly, and apply analytical thinking through teaching and real-world projects. Passionate about leveraging data and technology to drive impact and improve decision-making.

### TECHNICAL SKILLS

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#### Data Analysis Tools

- Microsoft Excel, Power BI

#### Data Handling

- Data Cleaning, Data Transformation, Data Visualization

#### Programming

- SQL (Intermediate), Python (Basic)

#### Web/Tech

- WordPress, Wix

#### Other Tools

- SPSS, Microsoft Word, PowerPoint

### DATA ANALYTICS PROJECTS (POWER BI, EXCEL, SQL)

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#### Sales Performance Dashboard (Power BI)

- Built an interactive sales dashboard analyzing revenue, profit, customer segments, and transaction trends
- Cleaned and transformed raw sales data using Power Query
- Developed KPIs including Total Revenue, Profit, Customer Count, and Average Profit per Customer
- Identified high-performing product lines and regional sales patterns to support business decision-making
- Implemented filters (region, gender, customer segment) for dynamic analysis

#### Customer Segmentation Analysis (Power BI)

- Designed a dashboard to analyze customer behavior across industries, age groups, and wealth segments
- Performed data transformation and modeling to categorize customers into meaningful segments
- Generated insights on high-value customer groups (e.g., mass vs high net worth)
- Enabled targeted decision-making through interactive visualizations

#### Superstore Sales & Profitability Analysis (Power BI)

- Analyzed sales, profit, return rate, and product performance across multiple regions
- Built dashboards to track sales trends, category performance, and return patterns
- Identified loss-making products and categories affecting overall profitability
- Provided insights on discount impact and regional performance differences

#### Netflix Content Performance Analysis (Excel)

- Analyzed Netflix dataset using Microsoft Excel (pivot tables, charts, and data aggregation)
- Identified top-performing content genres and audience segments
- Evaluated trends in content production over time
- Generated insights on viewer preferences and rating distribution

## Sales Data Analysis using SQL

- Queried and analyzed large datasets using SQL (MySQL)
- Performed data filtering, aggregation, and grouping to extract insights
- Identified top-performing products, regions, and brands
- Used SQL functions (SUM, GROUP BY, ORDER BY, WHERE) to analyze business performance
- Generated insights on sales trends across countries and time period
- Extracted insights to support business decisions and performance evaluation

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## PROFESSIONAL EXPERIENCE

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### Founder & Lead Tutor — Elite Tutors Network

- Analyzed student performance data to identify learning gaps
- Designed personalized learning strategies based on performance trends
- Improved student outcomes through structured problem-solving methods
- Managed and coordinated a team of tutors

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### Teaching Experience

- Delivered structured lessons using data-informed teaching strategies
- Monitored and evaluated student performance using measurable metrics
- Applied analytical thinking to improve learning outcomes

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### Freelance Tutor / Volunteer

- Simplified complex concepts using structured problem-solving approaches
- Tracked student progress and improved academic performance

### Account Officer | Alles Charis Gas Limited

- Monitored financial and operational data using Excel
- Prepared reports to support business decision-making
- Tracked revenue, expenses, and reconciliation records
- Improved reporting accuracy and data organization

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## EDUCATION

### Obafemi Awolowo University, Ile-Ife, Nigeria

March.2019–Sept.2024

Bachelor of Education, Mathematics and Integrated Science

**CGPA:** Second Class Upper – (4.42/5.0)

- Certificate of Academic Excellence (OAU STAR), Obafemi Awolowo University, Ile-Ife, Nigeria
- Achieved the best CGPA in 2021/2022 academic session awarded by Prof. Yusuf Ali.
- OAU STAR: Highest C.G.P.A in Part 3 and Part 4

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## ADDITIONAL EXPERIENCE

- Built websites using WordPress and Wix
- Created digital content and educational materials
- Experience using tech tools to solve real-world problems

## **CERTIFICATION & LEARNING**

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- Data Analytics from EDGELINE TECH ACADEMY
- Project Management from DEXTER & HERO ACADEMY
- Learning AI AUTOMATION FROM TECH ACCESS ACADEMY

