MICHAEL JOHN

Email: michael@trailblazeanalytics.com
Website: www.trailblazeanalytics.com

SKILLS

- **Excel Power User**: Proficient in formulas, pivot tables, dashboard reporting, and VBA automation.
- **SQL Development**: Skilled in writing and optimizing SQL queries, views, and stored procedures.
- **Data Management**: Experienced in managing large data sets in relational databases using SQL.
- **Data Visualization**: Proficient in designing dashboards, automating reports, and communicating insights using Microsoft Excel and Power BI.

WORK EXPERIENCE

Data Analyst | NOORVIDA (Formerly known as workspacebooster), VIRGINIA, CHESAPAKE
FEB 2023 - Present

- Financial Data Analysis

Utilized Excel and Power BI to analyze financial data, track key performance indicators (KPIs), and generate actionable insights that supported business decisions.

- Marketing Campaign Analysis

Employed SQL to analyze the financial performance of marketing campaigns, leading to a 30% improvement in return on investment.

- Sales Data Analysis

Conducted in-depth sales data analysis using SQL, Excel, and Power BI to identify trends and opportunities. Developed actionable insights that informed marketing strategies and implemented recommendations, resulting in a 50% increase in sales.

- Website Optimization

Managed website measurement, reporting, and optimization for noorvida.com, enhancing user experience and engagement.

Student Business Intelligence Path Maven Analytics
JAN 2024 - Present

Data Analysis & Visualization
- Analyzed datasets to uncover patterns and trends using Excel, Python (Pandas), and R.
- Created compelling visualizations with Tableau, Power BI, and Excel to present data insights.

Technical Skills Development
- Executed SQL queries for data extraction and manipulation using MySQL.
- Applied programming skills in Python for advanced data analysis and machine learning.

Project Management
- Led and collaborated on capstone projects, simulating real-world data analytics tasks.
- Utilized MavenAnalytics for version control and project collaboration.

Data Collection & Cleaning
- Sourced data from APIs and databases, and performed data cleaning using Power Query in Excel and Power BI.

Business Intelligence
- Tracked and analyzed KPIs to support business decisions; created interactive dashboards with Tableau and Power BI.

Ethics & Compliance
- Studied data ethics and compliance standards, ensuring responsible data usage and adherence to regulations like GDPR.

Continuous Learning & Networking
- Attended workshops and webinars to stay updated on industry trends.
- Built a professional network through LinkedIn and industry events.

Soft Skills Development
- Enhanced communication skills by presenting data insights to non-technical stakeholders.
- Developed critical thinking through analytical exercises and case studies.

Feedback & Improvement
- Participated in peer review sessions to provide and receive constructive feedback.
- Regularly assessed personal progress and set goals for continuous improvement.

Web Designer | Viv Digital Media   **JAN 2020 - SEPT 2022**

Website Design
- Designed and built corporate, business, e-commerce websites, and blogs using data analysis to inform design decisions and improve user experience.

Technical Data Integration
- Utilized HTML, CSS, and JavaScript to integrate and manage data-driven features on websites, ensuring seamless data flow and functionality.

Data Visualization
- Created graphics and visual assets using Adobe Photoshop and built websites using Divi Builder to effectively communicate data insights and enhance website aesthetics.

Email Marketing Analytics
- Developed and analyzed email marketing campaigns, sales funnels, and landing pages to track performance metrics and optimize conversion rates.

Comprehensive Web Services
- Provided clients with initial website setup services, including domain registration, hosting setup, business emails, and site security (SSL), ensuring all systems were optimized for data integrity and security.

Ongoing Web Maintenance
- Offered website troubleshooting and maintenance services, using data monitoring tools to identify and resolve issues, ensuring continuous performance and reliability.

CERTIFICATIONS

- **Excel Specialist (Maven Analytics, 2024)**
- **Power BI Specialist (Maven Analytics, 2024)**
- **MySql Specialist (Maven Analytics, 2024)**

View More

EDUCATION

FEDERAL UNIVERSITY OF TECHNOLOGY OWERRI, NIGERIA | PROSTHETICS & ORTHOTICS B.TECH
Graduated Top 5% with Second Class Honours, upper division (3.8 CGPA out of 5.0)

ADDITIONAL INFORMATION

- **Analytical Skills:** Statistical Analysis, Data Cleaning, Data Visualization, Predictive Modeling, Hypothesis Testing
- **Languages:** English, Portuguese.