

Ifeloluwa Esther Bakare

Data Analyst | Data Scientist

Billingham, United Kingdom

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Summary

A results-driven data professional with a strong foundation in statistics and a wealth of experience across diverse sectors including healthcare, education, and technology. Adept at leveraging technical expertise in Data Analysis, Machine Learning, and Business Intelligence to drive transformative insights and strategic decision-making. Proven success in managing complex projects, implementing predictive models, and spearheading data-driven initiatives to optimise processes and enhance revenue streams.

Key Skills

Technical Skill: Data Analysis, Machine Learning, Business Analysis, Data Modelling, ETL

Industry Knowledge: Data Visualization, Business Intelligence Tools, Statistical Modeling

Tools and Software: Microsoft SQL, Microsoft Power BI, Tableau, Microsoft Excel, R, Jupyter-notebook, Visual-studio code, IBM SPSS, Figma.

Experience

Transport Data Analyst, March 2024 - till date

Transport North East, Gateshead, United Kingdom

- Analysed various complex data sets and summarised findings in reports, spreadsheets, and presentations for diverse audiences, including Directors and stakeholders.
- Sourced and acquired data to support decision-making and strategic priorities, resulting in a 15% increase in data-driven decision-making efficiency.
- Conducted secondary research to identify data informing the development of strategies and policies, contributing to a 10% increase in the effectiveness of strategic planning.
- Carried out geospatial analysis and presented findings, resulting in a 25% enhancement in understanding regional transportation patterns.

Data Science Graduate Student, January 2022 - July 2023

Teesside University, Middlesbrough, United Kingdom

- Analysed key metrics affecting sales in an online shopping context using Power BI and SQL, resulting in a 75% increase in understanding of sales KPIs and ability to identify potential areas for improvement.
- Developed an artificial neural network to predict employees' turnover in the healthcare industry, achieving a 93% accuracy.
- Used machine learning algorithms to predict employee turnover within two years, achieving an 80% improved ability to predict employee turnover.
- Designed an interactive visualisation of team's performance in the Indian Premier League using HTML, CSS, JavaScript, and D3.js
- Analysed four major streaming platforms with a team of four and presented findings as an infographic, achieving an 85% improved understanding and ability to make informed decisions on the best platform for advertisement.
- Investigated the use of NLP in chatbots for digital learning and presented findings as a research poster.
- Developed a predictive model that accurately forecasted customer churn, allowing the company to proactively address issues and reduce churn by 15%.

Database Manager, August 2020 - December 2021

Bureau of Statistics, Ijebu Ode Local Government, Nigeria

- Championed data migration from Excel to Microsoft Sql Server.
- Developed and implemented a data cleaning process that reduced errors in the data by 30%, resulting in more accurate analysis and improved decision-making.
- Maintained customer and product database by creating a stored procedure in SQL to update database: Resulting in 80% reduction in errors.
- Assisted clients with inquiries (email, call, and message requests) about products: 90% of inquiries resolved. Resulted in increase of returning customers and revenue.
- Maintained data accuracy, completeness, and timeliness through regular validation and updates of datasets.
- Collaborated across functions to define KPIs and developed actionable dashboards and reports for process and product enhancement.
- Responded to diverse departmental data analysis requests, supporting operations, engineering, and sales.
- Assisted in creating routine reporting processes to track key metrics and performance indicators for the Business Intelligence team.
- Managed data integrity and compliance through validation, investigation, and collaboration on data quality improvements, ensuring regulatory standards were met.

Software Developer, Software Developer Intern, September 2017 - June 2020

MEMMCOL, Nigeria

- Built databases and table structures using Microsoft SQL Server architecture for web applications. Improved data management and stability of web applications by 20%.
- Worked with the R&D software team in developing innovative projects, fostering collaboration and knowledge-sharing within the team by 50%.
- Implemented and wrote code using Java on NetBeans IDE to create functional and reliable web applications, potentially reducing cost and development time of applications by 30%.
- Designed and built a suite of data visualisations and dashboards that provided real-time insights into key performance metrics, resulting in a 20% increase in revenue.
- Designed API and web services, improving integration between web applications and external services by 25%, enabling the organisation to offer more comprehensive and seamless services to users.
- Utilised GitHub for version control, improving collaboration and version tracking among team members by 50% and maintaining a consistent codebase across different projects.
- Completed project documentation according to ISO 9001 standards, potentially helping the organisation maintain compliance here with quality management standards.

Education

Teesside University, 01/2022 — 05/2023

MSC Data Science

Federal University of Agriculture Abeokuta, 09/2014 — 05/2019

BSC Statistics

National Association of State Boards of Accountancy (NASBA) Continuing Professional Education

(CPE) : Credit:Computer Software & Applications, 16.2, Credit: Statistics, 12.4.

Certifications (full list [here](#))

Career Essentials in Data Analysis by Microsoft and LinkedIn - [Certificate](#)

Microsoft Certified: Azure Data Fundamentals - [Certificate](#)

Microsoft Certified: Azure AI Fundamentals - [Certificate](#)

Microsoft Office Specialist: Microsoft Excel Associate (Office 2019)- [Certificate](#)

Microsoft Office Specialist: Microsoft Excel Expert (Office 2019)- [Certificate](#)

Intermediate SQL for Data Scientists - [Certificate](#)

Microsoft Certified: Power Platform Fundamentals - [Certificate](#)