

# FERDINAND EKPO

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## Professional Profile

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Detail-oriented Data and Artificial Intelligence Analyst with hands-on experience owning end-to-end reporting processes, ensuring data accuracy, integrity, and timely delivery of business-critical insights. Experienced in supporting recurring production cycles, performing rigorous data quality checks, troubleshooting data issues, and responding to ad-hoc reporting requests. Proficient in advanced Excel (pivot tables, complex formulas, Power Pivot), SQL, Python, Tableau, and Power BI to transform large, complex datasets into reliable reports that support strategic decision-making. Known for a proactive mindset, strong problem-solving skills, and a continuous improvement approach to optimizing reporting workflows and operational efficiency.

## Key Skills

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### Soft Skills

- Stakeholder Engagement | Cross-functional collaboration | Clear stakeholder communication | Independent backlog management | Attention to detail | Ability to translate data for non-technical users

### Technical Skills - Data & Reporting

- Data Extraction & cleaning | Business requirements gathering | Metric & KPI definition | Dashboard design & documentation | Performance and operational analytics | Data validation & consistency checks

### Tools & Technologies

- Excel (Advanced, Power Pivot) | Tableau (academic + applied BI use) | SQL | Python (Pandas, NumPy) | Jira | Data modelling concepts

## Professional Highlight

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### Data Analyst Intern

**Amity Hub (Above N Beyond) UK** | June 2025 - September 2025

- Data Engineering & Analytics:** Redesigned and optimized the organization's database structure, reducing data retrieval time and improving analytical processing speed by 25%, enabling faster, insight-driven decision-making.
- Business Intelligence & Reporting:** Developed internal analytical reports and dashboards to monitor operational performance, trends, and KPIs using standardized metrics and calculations across datasets, improving reporting consistency and reducing data discrepancies by 20%.
- Stakeholder & Requirements Management:** Collaborated with cross-functional teams to gather analytical requirements and translate business needs into structured data outputs by improving stakeholder confidence in data availability and quality, contributing to a 40% increase in stakeholder satisfaction.
- Problem Solving & Process Improvement:** Applied structured problem-solving techniques to resolve complex data challenges, contributing to a 40% improvement in operational efficiency.

## Business Manager

### MKH Group – Retail Operations | January 2023 – September 2024

- **Business Strategy & Performance Management:** Designed, implemented, and executed end-to-end business strategies from ideation to delivery, driving a 200% increase in company revenue within one year.
- **Data Analysis & Dashboarding:** Built and maintained interactive performance dashboards using Microsoft Excel (Power Pivot) to track daily, weekly, and monthly sales trends.
- **Financial & Commercial Analysis:** Produced detailed sales, profit, and expenditure analysis to identify cost-saving opportunities and high-performing product categories, resulting in over 100% improvement in profitability compared to previous reporting periods.
- **Stakeholder Communication:** Presented data-driven insights to senior stakeholders, translating complex numerical data into clear, actionable recommendations.

## Educational Background

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**Keele University**, Sept 2024 - Sept 2025, Newcastle-Under-Lyme, Staffordshire, UK

### Master of Science in Artificial Intelligence and Data Science - Distinction

- **Key Courses:** Cloud Computing, Data Analysis and Databases, Computational Mathematics and Statistics, Python Programming, Data Visualization, Data Science and Machine Learning.

**Obong University**, Sept 2013 - Oct 2018, Akwa Ibom State, Nigeria

### Bachelor of Science in Accounting - Second Class Upper

- **Key Courses:** Financial Accounting, Financial Audit, Financial Reporting, Financial Statement Analysis

## Certification

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- ALX Certified Data Analyst | Datacamp - SQL Associate | Google Advanced Data Analyst | Tableau Business Intelligence Analyst | Corporate Finance Institute - Financial Modelling and Valuation Analyst (FMVA)

## Interests & hobbies

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- **Cooking & Experimentation:** I love cooking and trying new recipes from various cultures, cuisines, and find it exciting to blend creativity with.
- **Networking & Relationship Building:** I seek opportunities to meet new people and expand my professional network, believing in the importance of strong interpersonal skills.
- **Board Games:** In my free time, I enjoy board games like chess and Monopoly, which sharpen my strategic thinking while having fun.
- **Travel & Cultural Curiosity:** Traveling fuels my passion for exploring new cultures, broadening my horizons and enhancing my adaptability.
- **Reading and Continuous Learning:** I'm inspired by reading reflective books, which fuels my desire for continuous learning and personal growth.