


MERCY IKULAYO

DATA ANALYST

CONTACT

-  [Mercy Ikulayo Portfolio](#)
-  mercyikulayo@gmail.com
-  [linkedin.com/in/mercy-gabriel](https://www.linkedin.com/in/mercy-gabriel)

CORE COMPETENCIES

- Data Cleaning and Preparation
- Data Visualization
- Statistical Analysis
- Business Intelligence (BI)
- Predictive Analytics
- Data Modeling
- Cross-functional Collaboration
- Project Management

TECHNICAL SKILLS

- Microsoft Excel
- SQL
- MYSQL
- Power BI
- Tableau
- Powerpoint Presentation

EDUCATION

Course on data analysis (Global) | 2023
Microsoft Excel, SQL, Power Bi, Tableau, Data storytelling, Project presentation, Career development.

Plural code Academy

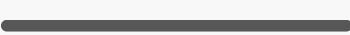
Course on Graphic Design | 2020

AI Academy

Bachelor of Science in Biochemistry | 2015

Relevant Coursework: Instrumentation, Oral Presentation, Bioinformatics

LANGUAGES

English 

French 

PROFILE

Highly analytical Data Analyst with a proven track record of leveraging data to drive impactful business decisions. Expertise in statistical analysis, data visualization, and customer segmentation. Collaborator with strong communication skills and a passion for uncovering actionable insights to fuel business growth.

PROFESSIONAL EXPERIENCE

Blizzers Technologies

January 2024 - Present

Role: Data Analyst

Objectives:

- Conduct in-depth analysis of customer buying behavior and demographics.
- Identified key trends for segmentation optimization.
- Implemented data-driven strategies to enhance customer retention, optimize marketing campaigns, and improve stock management efficiency.
- Collaborate with cross-functional teams to align data insights with business strategies and goals.

Key Contributions & Achievements:

- Conducted in-depth analysis of customer buying behavior, demographics, and preferences, identifying key trends and improving customer segmentation to enhance targeted marketing strategies.
- Created and used advanced methods to group customers based on their behaviors and preferences. This allowed the company to better understand and target specific customer groups, leading to a 30% improvement in how many customers stayed with the company.
- Worked closely with marketing teams to create targeted campaigns based on data insights, identify key customer segments and optimize marketing strategies to improved campaign effectiveness by 25%, resulting in higher engagement and better outcomes.
- Improved stock management by analyzing customer behavior and top-selling products, reducing stockouts and overstock situations by 15%.
- Regularly presented key findings and strategic recommendations to stakeholders through comprehensive PowerPoint presentations.

Tools Used: SQL, Power BI, Microsoft Excel, PowerPoint

Core Skills: Data Modeling, Statistical Analysis, Data Visualization, Problem-Solving, Teamwork, Communication.

Nomad Set and Associates

November 2023 - February 2024

Role: Data Analyst – Real Estate Market Analysis

Objectives:

- **Data Collection & Analysis:** Gather and analyze property listings, market trends, and demographic data to enhance decision-making.
- **Trend Analysis:** Conduct in-depth trend analysis to identify key insights for strategic planning and positioning in the real estate market.
- **Investment Insights:** Identify high-yield rental areas and provide valuable insights to stakeholders to optimize investment potential.
- **Data-Driven Reporting:** Create and present detailed reports and visualizations to developers, brokers, and investors to support business objectives.

Key Outcomes:

- Analyzed data on property listings, market trends, and demographics, resulting in a 30% improvement in ad targeting effectiveness.
- Conducted detailed trend analysis of real estate properties, improving strategic positioning and decision-making by 25%.
- Delivered key insights on high-yield rental areas, enabling stakeholders to make data-driven investment decisions.

Tools: Power BI, Microsoft Excel, PowerPoint

Core Skills: Data Analysis & Reporting, Data Visualization, Strategic Planning, Communication.