



NONSO EZEOMA

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Personal Summary

Data Analyst with 1+ year of experience in SQL, Python, Tableau, and Excel, building on a strong background as a Business Analyst. Skilled in bridging technical insights with business goals, with expertise in Statistics, Machine Learning, and stakeholder management. Focused on delivering actionable insights to drive growth and success

Skills

- Data Collection and Cleaning
- Data Wrangling and Integration
- Data Analysis, Data Mining, Pattern Recognition
- Data Visualization, Reporting and Storytelling
- Banking Fundamentals, Application Support
- Requirements Gathering and Analysis
- Quality Assurance, Root cause Analysis
- Critical Thinking, Creative Problem Solving
- Customer Relationship Management
- Communication and cross-functional collaboration
- Python for Data Analytics, Machine Learning
- SQL (PostgreSQL, Oracle), Relational databases
- Tableau, Microsoft Office (Excel, Word, PowerPoint)
- Jupyter Notebook, Pandas, NumPy, Matplotlib, Seaborn
- Project Management, Bug tracking tools
- Team management, Time Management, Agile

Experience

Freelance | Berlin, Germany
Freelance Data Analyst
01/2024 - Current

- Extracted data from clients databases using SQL queries on PostgreSQL and Microsoft SQL Server.
- Analyzed and created reports in MS-Excel to highlight key insights.
- Developed visualizations using Tableau and Power BI to present data effectively.
- Automated reports and data processing with Python scripting to streamline workflows.
- Helped document business requirements and workflows for ongoing projects.
- Supported senior analysts in identifying process inefficiencies and suggesting improvements.
- Collaborated with cross-functional teams to gather data and understand business needs.

Trivago | Berlin
Freelance Data Analyst - Trivago Case Study
01/2025 - 04/2025

- Conducted an in-depth data analysis project for Trivago to study user session behavior, booking trends, and traffic source performance.
- Cleaned and prepared large datasets using Python (Pandas, NumPy) and SQL; analyzed KPIs such as Clickout Ratio (COR), Booking Rate, and Engagement Ratio; built visual reports to showcase findings using Matplotlib and Seaborn.
- Identified key trends leading to a **12% improvement opportunity** in engagement strategy recommendations; presented actionable insights to optimize advertiser bidding strategy and platform conversions.

CareerFoundry | Berlin, Germany

Projects:

Trainee of Data Analytics

01/2023 - 12/2023

Medical Staffing Distribution:

- Conducted nationwide staffing planning for influenza trends using healthcare data from all 50 states in the US.
- Used Advanced Excel, perform descriptive statistics, conduct hypothesis testing with a significance level of 0.05.
- Achieved 90% accuracy in demand forecasting and developed interactive Tableau dashboards.
- Translated business requirements into actionable insights.

Rockbuster Stealth:

- Assisted business intelligence department in developing launch strategy for online video service.
- Utilized SQL for analysis of data from 15 tables and addressing over 15 business inquiries.
- Created entity relationship diagrams and data dictionaries.
- Applied ETL, joining tables, subqueries, and common table expressions techniques.

Instacart:

- Conducted initial data analysis and exploratory analysis of 4 datasets for Instacart online grocery store strategy.
- Utilized Python and Jupyter notebooks for analyzing datasets with over 200K customer records.
- Employed grouping, aggregating, and crosstab functions for data manipulation.
- Generated meaningful visualizations for valuable customer insights.
- Ensured personalized product recommendations for targeted client profiles.

Serpcore (Remote) | Remote, Germany

Freelance Business Consultant

01/2021 - 12/2022

- Engineered digital analysis projects that helped SEO strategies, resulting in a 35% surge in click rates, elevating client visibility and engagement.
- Spearheaded IT system administration and technical support, creating an infrastructure so seamless it became the foundation of operational excellence.
- Delivered data-driven strategic insights, driving traffic growth and operational optimization that catalyzed measurable business expansion.

Sunben Resource Ltd | Anambra, Nigeria

Business Analyst

03/2017 - 11/2020

- Coordinated supply chain operations across West Africa, connecting disparate chains to ensure consistent customer demand.
- Led the "West Africa Supply Chain Connects" project, reducing disruptions by 15% through process optimization and improved communication.
- Implemented AI forecasting tools, increasing profitability by 12% through better demand anticipation.
- Led the transition to an e-commerce platform, ensuring a smooth rollout in six months.

Education and Training

Careerfoundry (Software Institute) | Berlin, Germany

Certified Data Analyst in Data Analytics

12/2023

University of East London | London, United Kingdom

Bachelor of Science in Business Information Systems (Honors)

Leiden University | Leiden, The Netherlands

Post-graduate Course in ICT in Business

Certifications

- **Certificate in Web Programming**, Linton University College, Malaysia

Languages

English: First Language

German: B1



Intermediate (B1)