

Daniel Okafor

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Summary

Data analyst with 3 years of experience turning operational and sales data into dashboards and recommendations that managers actually use. Strong in SQL, Power BI, and clear written summaries for non-technical teams.

Technical Skills

Analysis: SQL (PostgreSQL, SQL Server), Python (pandas, matplotlib), Excel (Power Query, pivot tables)

Reporting: Power BI (DAX, data modelling), Tableau, Looker Studio

Methods: Cohort analysis, forecasting, A/B test readouts, data quality checks, KPI definition

Experience

Data Analyst

Calgary, AB

Prairie Retail Group

Apr 2022 – present

- Built a Power BI sales dashboard for 38 stores that replaced six manual weekly Excel reports.
- Identified slow-moving inventory with SQL and cohort analysis, supporting a markdown plan that freed about 12% of seasonal stock.
- Defined shared KPI definitions with finance and operations, removing conflicting numbers from leadership reports.
- Automated data-quality checks in Python that flag missing store feeds before the morning report runs.

Junior Business Analyst

Calgary, AB

Bowline Logistics

Jan 2021 – Mar 2022

- Cleaned and joined carrier and delivery data to report on late shipments by route and carrier.
- Presented monthly findings to the operations manager with clear recommendations and caveats.

Projects

Calgary Transit Ridership Analysis

Jan 2023

- Public-data project in Python and Tableau comparing ridership recovery by route; notebook and write-up on GitHub.

Education

University of Calgary

Calgary, AB

BA in Economics

Sept 2016 – Dec 2020

Certifications

Microsoft: Power BI Data Analyst Associate (PL-300)