

# WINNER DONALD

## DATA ANALYST

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### SUMMARY

Winner is a Data Analyst with hands-on experience in analysing large datasets, building dashboards, to support business decision-making. I'm Strong ability to translate data into clear insights, identify trends, and communicate findings to both technical and non-technical audiences. I'm comfortable working with complex data, learning new tools quickly, and collaborating across teams to solve problems

### PROJECTS

#### Customer Behavior & Churn Analysis Dashboard | Excel, SQL, Power BI |

[github.com/winnerdonald158/Customer Behavior & Churn Analysis Dashboard](https://github.com/winnerdonald158/Customer%20Behavior%20&%20Churn%20Analysis%20Dashboard)

- I analyzed an e-commerce customer behavior data using SQL and Power BI to identify purchasing patterns, customer engagement trends, and churn risk factors.
- I performed customer segmentation to identify high value customers, customers at risks, and low converting customer groups.
- I used SQL queries, aggregation functions, CASE statements, and business logic to answer real-world business questions related to customer retention and conversion.
- I built an interactive Power BI dashboards and KPI reports to track customer behavior, revenue contribution, engagement levels, and churn indicators.
- I provided business recommendations focused on improving customer retention, reducing cart abandonment, and increasing customer conversion.

#### Telecom Customer Churn Analysis | Excel, SQL, Power BI | [github.com/winnerdonald158/Telecom Customer Churn Analysis](https://github.com/winnerdonald158/Telecom%20Customer%20Churn%20Analysi)

- I Cleaned and prepared telecom dataset with over 7,000 customer records
- I built pivot tables to analyze churn by Customer status, contract, and payment method
- I analyzed churn patterns using SQL (aggregation, grouping, filtering)
- I built a Power BI dashboard to track churn rate, customer segments, and behavior
- I identified high-risk customers based on contract type, tenure, and payment method
- I discovered that month-to-month customers had the highest churn risk
- I provided practical recommendations to improve customer retention

#### E-Commerce Customer Behavior Analysis | Excel, SQL & Power BI

[github.com/winnerdonald158/ecommerce-customer-analysis](https://github.com/winnerdonald158/ecommerce-customer-analysis)

- I cleaned this ecommerce customer behavior dataset of 250,000 + transactions across 49,673 customers
- I also analyzed this dataset to identify revenue drivers, customer churn patterns, and segmentation opportunities.
- I Identified 13,584 at-risk customers (27.3% churn rate) and developed targeted win-back strategy prioritizing high-value inactive customers
- I built Power BI dashboards to visualize trends and support better decision-making.
- I provided practical recommendations to improve customer retention, increase revenue drivers.

#### Bank Marketing Campaign Analysis | SQL & Power BI | [github.com/winnerdonald158/Bank-Marketing Campaign Analysis](https://github.com/winnerdonald158/Bank-MarketingCampaign-Analysis)

- I evaluated marketing campaign effectiveness across 11,164 customer contacts, achieving exceptional 47.38% conversion rate
- I built interactive Power BI dashboard analyzing customer segmentation by job type, education, marital status, and financial behavior patterns

- I Identified management and blue-collar segments as top converters, and discovered customers without existing loans showed higher deposit adoption
- Technologies i used: Microsoft SQL Server, T-SQL,Power BI, DAX

## **TECHNICAL SKILLS**

- SQL (PostgreSQL, Microsoft SQL Server ,joins, aggregation, subqueries)
- Power BI (dashboards, DAX, data modeling, visualization)
- Apache Superset (data visualization & dashboard creation)
- Excel (data cleaning, pivot tables, formulas)
- Data Analysis & Reporting
- Exploratory Data Analysis (EDA)
- Data Cleaning & Transformation
- Statistical Thinking & Trends Analysis
- Data Storytelling & Presentation

## **EDUCATION**

### **Bachelor of Science in Medical Biochemistry**

**Jan 2018 - Feb 2023**

- University Of Cross River State, Nigeria.

### **Best Brain International Academy,Bwari, Abuja, Nigeria**

**Jan 2010 - July 2017**

## **ADDITIONAL INFORMATION**

- **Languages:** English.
- **Certifications:** Power BI, Apache Superset