

Ladi Andrew

Work Authorization: British Citizen / Job Title: Data Analyst

#No: 07857 444 890

Email: ladiandrew@gmail.com

LinkedIn: www.linkedin.com/in/ladi-andrew

Data Analyst with 1+ years of experience in the e-commerce industry, successfully transitioned from a media background. I am excited about working with data because it allows me to extract critical information and provide detailed, fact-based insights. Knowing that I can offer grounded recommendations backed by data-driven evidence to influence a business's North Star Metric is incredibly fulfilling.

Skills

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- Excel: Pivot Tables, VLookup, KPIs
 - SQL: Aggregations, Customer Analysis
 - Visualisations: Looker, PowerBI
 - Python (Pandas, Seaborn)
 - Google Cloud Platform (GCP)
 - Web Tech: Json, HTML, CSS, API
 - Team Collaboration
 - Critical Thinking
 - Adaptability / Team building
 - Stakeholder Communication
 - Time management
 - Problem Solving
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Relevant Experience

June 2024 - Present

Data Analyst - iOSphere (E-commerce):

- Delivered data-driven insights by analysing large quantitative consumer datasets using the GCP pipeline resulting in improved CRO, bounce rate, and CTR metrics.
- Collaborated with stakeholders to identify KPIs and presented detailed visualisations.
- Utilised critical thinking and problem-solving skills to uncover trends and patterns in data, driving informed decision-making.

August 2021 - June 2024

Content Editor/ Marketing:

- Managed budgets, and presented key YouTube analytics insights to stakeholders which helped to drive views up by at least 60%, with a consistent viewership rate.
- Demonstrated adaptability and collaboration skills in a team environment while filming and editing global social videos for high-end companies. Which helped to keep an efficient team environment
- Upkept my time management skills to deliver high-quality content on schedule, which kept company brand campaigns running smoothly.

Education

April 2024 - Ongoing

Google Advanced Data Analytics:

- Learnt in-depth business acumen, through vigorous topics, which gave me confidence in my skills.
- With an understanding of the many data roles, systems and pipelines I can be a key colleague.

April 2024

Quantium Data Analytics (Virtual internship):

- Worked on a simulated corporate stakeholder query, using all my previous theoretical knowledge.
- Delivered key actionable customer data insights, using the "Pyramid Principles" framework.

January 2024

FreeCodeCamp AlextheAnalyst Data Analytics FreeCodeCamp Bootcamp 2024:

- The skills I learnt, gave me an intermediate understanding of Data Analytics.
- The Capstone projects gave me an understanding of Data Analysts' impact on stakeholders.

Oct 2022 - January 2023

16-Week Dfe Software Development Skills Bootcamp:

- Capstone project: Vegan restaurant finder called Veganise which I developed further.
- Veganise is community-focused with 'Number of Users' as its North Star Metric.

Completed

Bachelor's Degree in Film Production

- Forms of Documentary, Experimental Film, and Ideas into Film

Projects

Global Health Insights

*Explored global health data, focusing on life expectancy factors. **Key Visualisations: Overall Life Expectancy Analysis, GDP Correlation, Countries with GDP < 1500, Developed/Developing Status and Life Expectancy, BMI Comparison, Adult Mortality Correlation.***

Interest

Herbal Remedies

I am very interested in the body and natural remedies and healthy supplements, for sustainability reasons and I like the research aspect of finding the right 'cure' for my 'problem'. Cloves, Moringa & Garlic are my favourites at the moment.

Fitness / Outdoors

I have always been athletic, but I broke my leg. It pushed me further to take my body and fitness seriously and turned it into a lifestyle. Hiking is my new love, Lac Blanc, Tre Cime and Olpererhutte are on my bucket list!