Moses Noah Adewale

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PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with a B.Sc. in Computer Science and hands-on experience transforming raw data into actionable business intelligence. Strong foundation in data modeling, exploratory data analysis (EDA), and building interactive dashboards. Adept at leveraging Power BI and Advanced Excel to uncover trends and guide strategic decision-making.

TECHNICAL SKILLS

- **Core Tools:** Microsoft Excel, Microsoft Power BI.
- **Programming & Scripting:** Python (Pandas, NumPy), DAX, Power Query.
- **Data Competencies:** Data Cleaning & Transformation, Data Modeling, Exploratory Data Analysis, Data Visualization, Data Storytelling.

EXPERIENCE & TRAINING

Data Analytics Virtual Intern | *LearnwithWiDa December 2025 – January 2026*

- Executed weekly data manipulation and analysis tasks utilizing Excel functions and Pivot Tables.
- Collaborated with a cross-functional group ("Team Wicart") to compile final business reports and present strategic recommendations for marketing focus and customer retention.

Data Analytics Trainee | *HIIT Plc (Ikeja, Lagos) October 2024 – December 2024* | *January 2026*

- Completed an intensive, hands-on training program focused on real-world applications of Power BI, Excel, SQL and Python.
- Built end-to-end data pipelines, including a debut Power BI project analyzing COVID-19 global pandemic trends and a Python-based historical airplane crash analysis.
- Executed data cleaning, schema modeling, and DAX metric engineering to produce interactive business intelligence reports.

KEY DATA PROJECTS

Spotify Wrapped 2025 Analysis | *Microsoft Excel, Power BI*

- Analyzed a personal streaming history of over 22,400 tracks to uncover behavioral trends, top artists, and detailed streaming volumes.
- Extracted temporal features and enriched the raw, flattened dataset using Excel's XLOOKUP before importing it into Power BI for interactive visualization.
- Discovered 690.8 total hours listened across 990 distinct artists, identifying peak productivity listening times and overarching music preferences.

Adidas US Sales Performance Analysis | *Power BI*

- Evaluated over $120M in sales data spanning 2020-2021 to identify YoY growth, regional dominance, and optimal sales channels.
- Utilized Power Query to engineer custom tracking columns and composite location IDs, building a robust Star Schema data model.
- Discovered a 295% surge in 2021 sales and identified online sales as the highest-converting channel (50.7%).

Electronics Store Sales Analysis | *Microsoft Excel*

- Analyzed 100 synthetic transaction records as a capstone project to uncover regional performance, customer behavior, and shipping logistics.
- Aggregated complex metrics across regions and member tiers using advanced Pivot Tables and logical Excel functions.
- Designed a dynamic Excel dashboard that highlighted Laptops as the primary revenue driver (~$40k) and Gold tier members generating the highest sales volume ($34,294).

EDUCATION

B.Sc. Computer Science | Ekiti State University (EKSU)

- **CGPA:** 4.24/5.0 (Second Class, Upper Division).
- **Capstone Project:** *Design and Development of a Web-Based Change Detection Dashboard for Land Use Monitoring.*