GODWIN KOKOH

DATA/DIGITAL MARKETING ANALYST

PROFILE

I am a results-driven Data Analyst with a passion for transforming complex data into actionable insights. My extensive experience and expertise in working with Relational Database Management Systems (RDBMS), specifically PostgreSQL and MySQL, have equipped me with the skills to efficiently manage, analyze, and extract valuable information from large datasets.

Technical Proficiency:

RDBMS Expertise: With a strong foundation in RDBMS principles, I excel in database design, querying, and optimization. I am proficient in creating and maintaining databases, designing schema structures, and writing SQL queries that facilitate data extraction and reporting.

PostgreSQL and MySQL: I have a deep understanding of both PostgreSQL and MySQL, two of the most widely used open-source RDBMS platforms. My experience extends to database administration, performance tuning, and ensuring data integrity within these systems.

Data Visualization: I specialize in using data visualization tools, with Microsoft Power BI being a key component of my skill set. I harness the power of Power BI to create engaging and insightful dashboards that make data come to life. These dashboards not only provide a visually appealing representation of data but also

EDUCATION

Delta State University, Abraka
2010 – 2014
Pharmacology

Command Day Secondary School, Ikeja
2003 - 2009

WORK EXPERIENCE

EMPEB LIMITED, Data Analyst
August 2022 – Present
- Create data visualizations to communicate insights and findings from data using Power BI, Jupyter Notebook, Matplotlib, and other data visualization libraries.
- Efficiently use python to collect, clean and analyze data from various sources. Proficient in using Pandas, Numpy and other Python data analysis libraries to perform exploratory data analysis, data wrangling, and statistical analysis.
- Work with large data set with proficiency in using PostgreSQL and MySQL to extract and manipulate data from databases. Also proficient in using MySQL-Connector-Net and MySQL-Connector-ODBC to connect MySQL to Power BI for extraction, transformation and loading to create a dashboard for advance reporting,
- Prepare reports, dashboards and presentation that effectively communicate data-driven insights to stakeholders using Microsoft Power BI
- Demonstrate database technical functionality, such as performance, security and reliability.
- Plan and install upgrades of database management system software to enhance database performance.
- Create and enforce database development standards. and other reporting tools to create clear and concise reports.

BSTAN GROUP, Digital Marketing Analyst
November 2021 – March 2023
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
- Marketing and Managing E-commerce

enable informed decision-making for organizations.

Analytical Insight:

I thrive on the challenge of deciphering complex datasets and uncovering hidden trends and patterns. My ability to translate data into actionable insights empowers organizations to make data-driven decisions that lead to improved processes, increased efficiency, and enhanced strategic planning.

Collaborative Approach:

I believe in the power of collaboration and effective communication. I work closely with cross-functional teams, bridging the gap between technical and non-technical stakeholders by presenting data-driven findings in a clear and understandable manner. This collaborative approach ensures that insights are not only discovered but also acted upon.

As a Data Analyst who combines a strong foundation in RDBMS, expertise in PostgreSQL and MySQL, and proficiency in data visualization using Microsoft Power BI, I am poised to drive data-driven excellence within an organization.

CONTACT

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https://godwinkokohportfolio.my.canva.site/

SOCIAL MEDIA:
linkedin.com/in/godwin-kokoh-03326b115/

https://github.com/geniusgodwin (github.com)

- Key player in boosting the company's online presence and improve website's search visibility using SEO tools such as Wincher, Yoast, SERPstat e.t.c
- Creating marketing content for publication on social media and blog post
- Using promotional content to boost audience to real estate products and services

RENMONEY MFB, Sales Analyst
April 2017 – February 2019
- Explain services or policies to clients, such as debt management program rules, the advantages and disadvantages of using services, or creditor concession policies.
- Analyze potential loan markets and develop referral networks to locate prospects for loans.
- Actively sought out new sales opportunity through cold calling.
- Conducted market research to identify possibilities and evaluate customer needs.
- Setting up meetings with potential clients and listening to their wishes and concerns.
- Explain loan information to clients, such as available loan types, eligibility requirements, or loan restrictions.
- Work with clients to identify their financial goals and to find ways of reaching those goals.

PROJECTS

- INTERNATIONAL BREWERIES (WEST AFRICA): From the international breweries data recorded for a duration of three years, I have successfully analyzed the data with visuals to aid better decision making in order to maximize profit and reduce loss to the lowest minimal (MySQL, Microsoft Excel and Microsoft Power BI)

- E-COMMERCE PAGE VISIT ANALYSIS DATA: Understanding customer interaction and purchase conversion (Python Jupyter Notebook).
INSIGHTS AND RECOMMENDATIONS: Identified potential bottlenecks or areas where users drop off before making a purchase, suggesting improvements to optimize the conversion funnel.

    Suggested website design enhancements, such as improving user interface elements, simplifying the checkout process, or implementing personalized recommendations to boost conversion rates.

- COVID-19 DATA REPORT INSIGHT (DATA VISUALIZATION USING POWER BI): This data visualization report provides a summary of key insights and trends based on the available COVID-19 data gotten from the World Bank API. The data spans multiple countries and regions and aims to provide a comprehensive understanding of the pandemic's impact.

- ANALYZING DATA FROM WEBSITE (GOOGLE ANALYTICS): Real time traffic to a website was observed using data streamed directly using Google Analytics 4 (GA4). For insight on the pages visited and the top conversions.

SKILLS

Python
Excellent Communication Skill
Database Management System
PostgreSQL
DHIS2
MySQL
Tableau
Jupyter Notebook
Microsoft Power BI
Data Clean-ups
Data Extraction
Data Transformation
Pandas
Numpy
Google Analytics
Digital Marketing
Matplotlib
SEO
Google Ads
Content Creation
Microsoft Excel

CERTIFICATIONS

Google Data Analytics Professional Certificate (in view)
Coursera
September 2023

Python Programming
Alison Academy
November 2022

Python Data Analysis
Codecademy
December 2022

Digital Marketing
Google
July 2022

Google Analytics
Google
March 2023

REFERENCE

References will be provided upon request