

AISHA MOHAMMED

Data Analyst | SQL | Power BI | Python | Data Modeling | Business Insights

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PROFILE

Data analyst with a cross-functional background spanning regulatory operations, investment services, and digital marketing, bringing a strong understanding of the business context behind data. This perspective informs how data is approached, from defining the right questions to supporting decision-making and communicating insights effectively to non-technical stakeholders. Strongest in operational and risk/compliance data: building structured models from messy inputs, validating outputs, and presenting findings clearly. Proven impact includes up to 60% reduction in process completion time, 30% improvement in data accuracy, and 40% gains in client acquisition through data-informed strategies.

SKILLS

- **Technical:** SQL, Power BI, Python (Pandas, NumPy, Matplotlib), Excel (Power Query, Pivot Tables), Jupyter Notebooks, Google Colab
- **Methods:** CRISP-DM, Data Modeling & Transformation, Pipeline Support, Data Validation & QA, Exploratory Analysis, Data Storytelling
- **Tools:** Google Search Console, SEMrush, Microsoft 365, Google Workspace, Canva

PROFESSIONAL EXPERIENCE

Data Analyst | Exiger, 2025 / Remote

- Supported development of automated data pipelines to ingest and transform large multi-source datasets, cutting manual processing time by 25-40%.
- Performed rigorous data validation and quality checks using Python, reducing data errors by approximately 30%.
- Built interactive Power BI dashboards and Python visualizations to track supplier risk and operational KPIs, replacing manual reporting for stakeholders.
- Refined ML risk-scoring classifiers and validated model outputs to improve predictive accuracy across supply chain monitoring.
- Translated complex compliance requirements into structured datasets to enable faster stakeholder decision-making.

Customer Relationship Manager | Apakan Securities Ltd, Jun 2023 – Nov 2024 | Accra, Ghana

- Redesigned communication workflows, reducing client response time from 48 hours to 4 hours.
- Streamlined end-to-end client onboarding, cutting completion time by 60%.
- Managed client investment accounts and drove a 40% increase in new client acquisition through data-informed strategies.
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Freelance SEO & Digital Marketing Specialist | Borgo Aug 2022 – Jan 2023 | Remote

- Increased organic traffic by 40% through keyword analysis, content optimization, and technical SEO audits.
- Used Google Search Console and SEMrush to resolve ranking issues and monitor site performance.

Instructor | Cornerstone International Academy Feb 2021 – Jan 2022 | Accra, Ghana

- Improved student performance by 35% through personalized, data-informed teaching strategies and achieved a 95% satisfaction rate across a 20-student classroom.
- Developed digital curriculum materials and tracked student progress using measurable performance indicators, achieving 90% engagement.

Assistant Regulatory Manager | Food and Drugs Authority Sep 2019 – Nov 2020 | Accra, Ghana

- Processed 200+ regulatory applications with 98% accuracy and reduced processing time by 40% through workflow improvements.
- Maintained a 95% on-time delivery rate by monitoring compliance timelines and coordinating cross-functional teams.

PROJECTS

- **Amazon Workforce Analytics:** Analyzed employee sentiment data from Glassdoor and YouTube using Python to identify operational pain points; applied the SCQA framework to develop structured intervention strategies and business recommendations.
- **MTN Customer Churn Analysis:** Applied CRISP-DM framework using SQL and Python to identify key churn drivers and segment customers into high-, medium-, and low-risk groups for targeted retention strategies.
- **Employee Exit Prediction:** Built a classification model using Scikit-learn to predict employee attrition risk and translated outputs into actionable HR workforce planning recommendations.
- **Supplier Risk Dashboard:** Designed a Power BI dashboard to automate compliance and operational risk reporting, replacing manual tracking for business stakeholders.
- **Superstore Data Analysis:** Used SQL and CRISP-DM methodology to analyze sales and profit trends across regions and product categories; delivered data-driven performance improvement recommendations to management.

EDUCATION & CERTIFICATIONS

- **Amazon Data Analytics Externship** | Workforce Analytics (Extern)
- **Deloitte Australia Data Analytics Job Simulation** (Forage)
- **Blossom Academy Fellowship** | Data Analytics: Excel, Power BI, Python, SQL (Blossom Academy)
- **Professional Certifications (DataCamp):** Data Preparation in Power BI, Introduction to Python, Intermediate SQL
- **SEO Principles: An Essential Guide for Beginners** | Semrush
- **HubSpot Social Media Marketing Certification** | HubSpot
- **Bachelor of Education, Nutrition & Dietetics** | University of Cape Coast