

STELLA OLUWADAMILOLA AZUM

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PROFESSIONAL SUMMARY

A Data Analyst with a strong foundation in accounting and financial reporting, skilled in Excel, Power BI, and MySQL. Experienced in analyzing financial and academic datasets, developing interactive dashboards, and creating data-driven insights to support decision-making. Adept at translating numbers into actionable strategies, with leadership and teaching experience in data tools.

TECHNICAL SKILLS

- Data Analysis & Reporting:** Power BI (Data Modeling, DAX, Power Query), Advance Excel, Data Cleaning, Descriptive & Diagnostic Analytics, Exploratory Data Analysis (EDA), Data Visualization & Storytelling, Financial Data Analysis.
- Projects & Dashboard Development:** Interactive dashboard creation in Power BI, Trend and KPI tracking, Data storytelling for academic and financial datasets.
- Business & Accounting Knowledge:** Accounting Principles, Financial Reporting & Analysis.
- Soft Skills:** Analytical Thinking, Problem-Solving, Data Storytelling, Leadership, Collaboration, Growth Mindset.

WORK EXPERIENCE

Quizford	January 2026 – Till Date
<i>Data Analyst</i>	
<ul style="list-style-type: none">Analyze platform data across user activity, engagement, performance, and growth metricsInterpret quiz results, leaderboard data, participation trends, and user behavior to surface actionable patternsPrepare periodic reports and insights to support product, marketing, and operational decisions.Assist in defining metrics and KPIs to track platform performanceCollaborate cross-functionally with Product, Engineering, Operations, and Growth teamsRecommend data-driven improvements to enhance user retention and engagementEnsure data accuracy, integrity, and responsible usage across all reporting..	
GDG on Campus. Caleb University	November 2024 – Till Date
<i>Data Lead</i>	
<ul style="list-style-type: none">Lead and mentor students in data-related learning tracks including SQL, Power BI, and Python.Organize and facilitate data workshops, bootcamps, and hands-on projects to build technical capacity among members.Collaborate with the GDG core team to plan and execute tech events focused on Google technologies and data-driven innovation.Promote community engagement by guiding members on career opportunities in data analysis and AI.	
<i>Data Analysis Instructor</i>	
<ul style="list-style-type: none">Taught foundational and intermediate Microsoft Excel skills to GDG members, focusing on data manipulation, financial analysis, and visualization techniques achieving a 75% project completion rate.Created structured lesson plans and guided students through data-driven projects, ensuring a 75% project completion rate and increased confidence in spreadsheet-based analysis.Strengthened communication and leadership skills by delivering technical content in a clear and engaging way.	
Intern Career Virtual Internship	September 2024 — November 2024
<i>Data Analysis Intern</i>	
<ul style="list-style-type: none">Cleaned and transformed a global terrorism dataset in Power BI, creating an interactive dashboard to visualize attack types, regional trends, and yearly patterns.Conducted a YouTube Streamers Engagement & Popularity Analysis using Python (Pandas, Matplotlib, NumPy) to uncover correlations between content type, audience engagement, and growth metrics.Presented actionable insights to supervisors, translating technical findings into clear, business-focused recommendations.	

Data Analysis Trainee

- Completed a rigorous training program in data analysis with an 80% overall performance score, covering Excel, SQL, and Power BI, the essential tools for modern accounting tasks.
- Achieved 75% proficiency in using Excel for financial modeling, SQL for querying accounting databases, and Power BI for building performance dashboards.
- Gained hands-on experience in cleaning and analyzing datasets, improving accuracy and efficiency in reporting and decision-making processes.

PROJECTS

Employee Database & Salary Analysis (SQL)

- **Tools:** MySQL, Complex Queries, Join, Aggregations
- **Objective:** Managed and queried a complex relational database to extract insights on organizational structure and compensation.
- **Key Actions:** Engineered SQL queries using **INNER JOINS** to link employee, department, and location tables. Performed aggregate functions to calculate salary statistics and filter personnel data based on departmental thresholds.
- **Impact:** Delivered structured datasets on managerial hierarchies and salary distribution to support HR resource planning.

Superstore Sales & Profitability Dashboard (Power BI)

- **Tools:** Power BI, Data Modeling, Interactive Visualization.
- **Objective:** Analyzed sales performance and profit margins to drive business growth strategies.
- **Key Actions:** Developed an interactive dashboard tracking key metrics across product categories and regions. Segmented customer behavior to identify high-value clients and underperforming areas.
- **Impact:** Provided stakeholders with actionable insights into **profitability drivers**, directly enabling data-driven decisions on inventory and regional focus.

Retail Sales Trend & Cost Optimization (Excel)

- **Tools:** Advanced Excel, Pivot Tables, Trend Analysis.
- **Objective:** Analyzed 2018-2019 sales data to identify seasonal opportunities and financial efficiencies.
- **Key Actions:** Modeled two years of transaction data to highlight top-performing products and profitable market segments.
- **Impact:** Pinpointed specific areas for **cost optimization** and revenue maximization, supporting strategic financial planning.

EDUCATION AND CERTIFICATIONS

Caleb University

November 2022 – August 2026

Bachelor of Science [B.sc], Accounting

Coursework: Financial Accounting, Auditing, Taxation, Public Sector Accounting, Management Accounting, Financial Reporting, Data Analysis.

Certifications: ICAN ATS, McKinsey Forward Program, Jobberman Soft Skills Training, CompTIA IT Fundamentals (ITF+)-Computer Basics, Mastery of Information Technology Ethics, Data Analysis.

VOLUNTEERING AND LEADERSHIP

LinkedIn Local Caleb University.

July 2025 – Till date

Vice President

- Support the president in leading a student-led professional networking community, organizing career development sessions and workshops.
- Coordinate speaker outreach, event logistics, and member engagement initiatives to foster a strong LinkedIn presence among students.

Cowrywise

October 2024 – Till date

Campus Ambassador

- Promote financial literacy by sharing finance-focused content with 100+ students in my institution.
- Collaborate with like-minded individuals to advocate for and promote financial literacy.