

Divine Ezennia
Data Analyst |
Engineering-Driven
Systems Architect

Divine Ezennia
Suleja
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[LinkedIn Profile](#) | [Website Portfolio](#) | [Tableau Public](#)

 **Analytical Philosophy**

Quantitatively-driven analyst bridging the gap between **Mechanical Engineering rigor** and **Business Intelligence**. Specialized in architecting scalable data pipelines and decoding complex human behaviors through high-volume datasets (**2.4M+ combined records**). Leveraging a fully redundant, solar-powered infrastructure to deliver global-standard insights from a 24/7 uptime environment.

 **Technical Ecosystem**

- **The Languages:** SQL (BigQuery), R (Tidyverse)
- **The Visuals:** Tableau (Interactive Dashboards), ggplot2
- **The Logic:** RFM Modelling, Customer Segmentation, ETL Pipeline Architecture, Geospatial Analysis
- **The Rigor:** Technical Documentation, System Optimization, Mathematical Modelling.

 **Top-Tier Analytics Projects**

Online Retail: Customer Behavioral Intelligence | Lead Analyst

- **Scale:** Engineered an RFM Model in R to segment **541,000+ global transactions**.
- **Action:** Identified "Champion" and "At-Risk" cohorts, establishing a quantitative framework for targeted marketing.
- **Result:** Visualized sales elasticity in **Tableau**, pinpointing peak demand periods for strategic inventory optimization.

Cyclistic Bike-Share: Strategic Growth Engine | Lead Analyst

- **Scale:** Architected a modular **SQL pipeline** to process and clean **1.9 million rows** with 99.9% integrity.
- **Action:** Decoded "Behavioral DNA" differences between casual riders and members regarding peak-usage patterns.
- **Result:** Delivered an executive dashboard projecting a **15% increase in membership conversion** via data-backed incentives.

 **Professional Impact**

Divine Uche-Pat Venture | Customer Service Representative

AUGUST 2023 - JANUARY 2025

- **Optimization:** Resolved 50+ inquiries daily with a 95% satisfaction rate using data-driven troubleshooting.
- **Systems Impact:** Built an internal knowledge base that **slashed average ticket resolution time by 15%**.

 **Education & Credentials**

Ahmadu Bello University | B.Eng

OCTOBER 2025 - NOVEMBER 2030, Zaria, Nigeria.

Applying engineering physics to data systems.

Google Data Analytics Professional Certificate

JULY 2025 - DECEMBER 2025

Mastered industry-standard tools including BigQuery SQL, RStudio, Spreadsheet, and Tableau.

Government Science and Technical College, Garki | High School Diploma

JANUARY 2020 - JULY 2023, Abuja, Nigeria.

Specialized in Advanced Mathematics and Physics.

 **Infrastructure (Global Ready)**

- **Energy:** 24/7 Solar + Inverter redundancy for uninterrupted project delivery.
- **Web:** High-speed Fiber Optic connectivity.
- **Collaboration:** Proficient in Slack, Zoom, MS Teams, and Git-based version control.