MOSES ADEYI

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Portfolio: ademos9.github.io/myportfolio.github.io/index.html#projects

Versatile and detail-oriented Data Analyst with extensive experience applying data analytics, reporting, and business intelligence best practices across finance, sales, customer experience, and innovation sectors. Skilled in SQL, Power BI, Tableau, and Excel, with a strong command of data cleaning, KPI tracking, dashboard development, and predictive modeling to drive strategic insights and operational efficiency. Brings over a decade of transferable expertise in financial services, stakeholder management, and cross-functional collaboration, translating complex data into actionable strategies that enhance performance, reduce churn, and support data-driven decision-making aligned with industry standards.

TECHNICAL SKILLS

- **Programming & Query Languages: SQL, Excel**
- **Data Visualization & BI Tools: Power BI, Tableau, Excel, R**
- **Database Management: Microsoft SQL Server, MySQL, PostgreSQL**
- **Cloud & Collaboration Tools: Microsoft Windows Server, Google Suite, Microsoft Office Suite, Slack, Zoom, Team Viewer**

CORE COMPETENCIES

- Data Analysis
- Data Visualisation
- Data Modelling
- Business Intelligence
- Predictive Modeling

- Dashboard Creation
- A/B Testing & Experimentation
- Statistical Computing Method
- Time Series Analysis
- ETL (Extract, Transform, Load)

- Data Governance
- Data Queries & Interpretation
- Performance Metrics
- Storytelling
- Problem-Solving & Critical Thinking

PROFESSIONAL EXPERIENCE

Data Analyst
Amdari Inc. - UK   **May 2025 - Present**

- Designed and deployed a Tableau KPI dashboard, reducing data reporting turnaround time by 56%, enabling senior leadership to make faster, data-driven decisions.
- Conducted detailed customer and sales analytics using Excel and Power BI, identifying high-value segments that boosted conversion rates by 42% through targeted marketing.
- Automated weekly and monthly reports using SQL and Power BI, cutting manual reporting efforts by 45% and improving data availability for stakeholders.
- Led a data quality initiative that cleaned and standardized over 1 million records, increasing data accuracy by 97% and boosting confidence in executive-level reports.
- Built predictive models in Excel and Power BI to monitor customer churn trends, enabling engagement strategies that decreased attrition by 30%.
- Collaborated cross-functionally with marketing, finance, and sales teams to convert business requirements into scalable analytics dashboards, directly supporting revenue growth.

Business Development Project
Marketlyhub Innovations Ltd   **July 2024 – Present**

- Conducted in-depth market research and data analytics using tools such as Excel and Google Trends to identify untapped regions and underserved consumer segments, informing strategic decisions and contributing to a 20% increase in market penetration within 6 months.
- Designed and executed a go-to-market strategy for a fintech product by analysing customer behavior, competitive benchmarks, and demographic insights, resulting in a 35% increase in brand visibility and a 28% growth in subscriber acquisition within the first quarter post-launch.
- Collaborated cross-functionally with product, marketing, and customer success teams to refine the value proposition and ensure alignment with consumer needs, enhancing product-market fit.
- Created dashboards and visual reports to communicate findings and progress to stakeholders, enabling data-driven decision-making and agile campaign adjustments.
- Evaluated campaign performance through KPIs such as click-through rates, conversion metrics, and regional adoption, allowing for real-time optimization and improved ROI.

Senior Sales Analyst / Relationship Manager

Guaranty Trust Bank (Limited)   **February 2018 – February 2023**

- Leveraged customer segmentation and behavioral analytics to design and execute a digital banking awareness campaign, successfully migrating 80% of customers to online banking platforms, enhancing operational efficiency and improving customer satisfaction scores.
- Analysed financial trends and macroeconomic indicators to support budget planning and alignment for both public and private sector clients, contributing to a 15% increase in overall bank profitability.
- Managed client investment portfolios totaling over $45 million, using market intelligence and performance data to advise on asset allocation strategies, achieving 10% year-over-year growth in portfolio returns.
- Utilised CRM tools and customer data to develop relationship-strengthening initiatives with government and corporate clients, resulting in a 20% expansion in market share within strategic sectors.

Sales Analyst / Relationship Officer

Guaranty Trust Bank (Limited)   **January 2013 – February 2018**

- Conducted in-depth client data analysis and implemented targeted outreach campaigns to promote financial services to government agencies and public institutions, resulting in a 25% increase in institutional client acquisition and significant revenue growth.
- Applied data-driven credit risk assessment models and portfolio analysis techniques to evaluate loan applications, leading to a 15% reduction in default rates and strengthening the bank's risk management framework.
- Monitored high-volume transactional and FX operations, implementing real-time compliance checks and audit controls, which reduced processing errors by 10% and ensured alignment with local and international banking regulations.
- Collaborated with credit and risk teams to structure tailored financing solutions for public sector clients, improving customer satisfaction and driving retention.

System Analyst

Abucoop Microfinance Bank   **August 2012 – January 2013**

- Applied process mapping and data-driven analysis to evaluate and streamline core business workflows, resulting in a 20% improvement in decision-making speed and enhanced operational efficiency across loan processing and customer service functions.
- Conducted a comprehensive performance audit of IT infrastructure and software usage patterns, identifying system bottlenecks and recommending upgrades that led to a 15% increase in system reliability and significantly reduced operational downtime.
- Collaborated with business units to translate operational requirements into system functionalities, ensuring alignment between technology solutions and organisational goals.

System Operator

Nigerian National Petroleum Corporation (NNPC)   **August 2011 – July 2012**

- Monitored and maintained IT systems across departments, utilising system performance analytics and real-time troubleshooting to ensure 99% uptime, supporting uninterrupted operations in a high-demand, multi-unit environment.
- Built and deployed Excel-based analytical tools for real-time tracking of resources and project progress, enhancing data visibility and contributing to a 10% improvement in project planning accuracy.

EDUCATION

MSc: IT with Business Intelligence (Robert Gordon University, Scotland) (2024)
MBA: Finance & Investment (Ahmadu Bello University, Zaria) (2021)
B. Tech.: Physics with Electronics (Federal University of Technology, Minna) (2011)

CERTIFICATION

Data Analytics - 10Alytics 2025
Project Management BootCamp 2024
Cisco Certified Network Professional (CCNP) 2015
Cisco Certified Network Associate (CCNA) 2010
Nigerian Institute of Management (NIM) 2012
Universal Mandatory IT Training (UMIT) 2010
Microsoft Certified Technology Specialist (MCTS) 2009