

AKOREDE QOYUM

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Data Analyst with a track record of translating raw information into strategies that reduce inefficiencies and unlock growth opportunities. Skilled at bridging technical analysis with executive decision-making, ensuring insights don't just explain the past but actively shape the future of business performance.

EXPERIENCE

PRODUCT ANALYST

Remote | Abuja, NG

JULY 2025 – PRESENT

- Tracked an e-commerce website traffic with Google Analytics and Google Tag Manager, generating actionable datasets to support lead generation strategies.
- Analyzed user behavior patterns delivering reports that informed website performance improvements.
- Collaborated with mock stakeholders to refine data collection processes, enhancing data quality for decision making.
- Developed a preliminary dashboard to visualize key metrics for client review.
- Mapped events to unique users using backend user IDs for deeper behavior analysis.

PRODUCT ANALYST

Remote | Lagos, NG

MAY 2025 – JULY 2025

- Implemented end to end website tracking for a law firm's live website using GTM and GA4.
- Configured page view tracking, button click tracking and form submission to capture user interactions.
- Set up custom events in Google Tag Manager (GTM) for engagement metrics like consultation requests and resource downloads.
- Developed a tracking plan and event naming convention for consistency and scalability.
- Delivered actionable insights on visitor engagement, conversion paths and content performance.

DATA ANALYST

Remote | Lagos, NG

JULY 2025 – AUGUST 2025

- Designed and developed an interactive HR dashboard in Power BI.
- Tracked employee attrition, headcount, age, gender and tenure metrics.
- Created visual storytelling with slicers and filters for HR manager to drill down into insights.
- Delivered insights on workforce demographics, performance trends and risk of attrition to support HR decision making.

EDUCATION

DIPLOMA IN BUSINESS MANAGEMENT

Institute Of Continuing Education & Professional Studies (ICEPS)

JULY 2023

- Studied organizational management, marketing, finance and business strategy.
- Developed skills in communication, problem solving and critical thinking for business environment.

SKILLS

- Exploratory Data Analysis
 - Google Analytics
 - Excel, Power BI, SQL, Python
 - Data Cleaning
 - Statistical Analysis
 - Exceptional communication
 - Teamwork
 - Dashboard Development
 - Data Visualization
 - Critical Thinking
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