

ALUKO KAYODE PAUL

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Professional Summary

Strategic and results-driven **Data Analyst** with 3+ years of experience driving business growth through data storytelling, advanced analytics, and real-time performance monitoring. Skilled in leading cross-functional data initiatives, building automated dashboards, and delivering actionable insights that influence executive decision-making. Proven success in logistics, FMCG, and sustainability projects across the Nigerian and African markets. Adept in SQL, Python, Excel (VBA), Power BI, Tableau, and predictive analytics.

Core Competencies

- **Business Intelligence & Strategy:** KPI design, performance dashboards, stakeholder reporting
- **Advanced Analytics:** Statistical modeling, root cause analysis, market segmentation
- **Automation & Data Engineering:** Excel VBA, data pipeline optimization, ETL workflows
- **Visualization & Tools:** Power BI, Tableau, SQL, Excel, Python (Pandas, NumPy)
- **Industry Knowledge:** Logistics, FMCG, Sustainable Agriculture, EU Compliance

Professional Experience

Data Lead

ECOM AgroIndustrial Corp (Tulip Cocoa) | Ogun State, Nigeria

Jan 2025 – Present

- Spearheaded the development of a real-time Power BI dashboard to monitor child labor and remediation efforts for 30,000+ cocoa farmers, improving remediation tracking by 40% and enhancing compliance with EU child protection directives.
- Built a national cocoa seedling distribution dashboard for 18,000+ farmers, increasing distribution transparency and coordination efficiency by over 50%.
- Designed Excel-based internal inspection scorecards for Nestlé, Fazer, and Mars, cutting reporting time by 35% and ensuring audit-readiness and compliance visibility.
- Launched a regional training attendance dashboard aligned with EU cocoa sustainability standards, increasing training program effectiveness and tracking.

- Led geospatial deforestation analysis to support traceability of cocoa sourcing and reduce non-compliant procurement, reinforcing the company's commitment to the European Green Deal.
- Partnered with HR to create monthly performance scorecards, enabling data-driven staff evaluations and improved organizational transparency.

Data Consultant

City Riders Logistics | 32, CMD Rd Magodo Lagos, Nigeria

Jan 2025 – Present

- Delivered strategic analyses of revenue, cost, and customer behavior data, uncovering inefficiencies and driving key changes in pricing, rider deployment, and service delivery.
- Created an advanced rider performance and delivery dashboard (Power BI) that improved visibility of KPIs and enhanced on-time delivery rates by 20%.
- Implemented automated Excel reporting workflows, reducing manual reporting time by 50% and accelerating decision timelines.
- Provided leadership with data-backed recommendations on cost-per-delivery, route optimization, and revenue per customer, supporting long-term operational planning.

Data & Operations Analyst

City Riders Logistics | Magodo, Lagos, Nigeria

Dec 2023 – Dec 2024

- Automated weekly reporting using Excel VBA, achieving an 80% reduction in manual effort and enabling more strategic focus for operations teams.
- Designed real-time Power BI dashboards to monitor fleet performance, delays, and costs, driving a 20% logistics cost reduction.
- Improved data reliability by collaborating with IT to streamline pipelines and standardize reporting logic.
- Delivered actionable insights for route planning, capacity management, and service optimization.

Junior Data Analyst

D-Aggregate (GDM Group) | Gbagada, Lagos, Nigeria

Mar 2023 – Dec 2023

- Built churn prediction models from SAP sales data, increasing client retention by 10% across FMCG accounts.

- Automated sales reporting with Python, improving projection delivery speed by 30%.
- Designed tailored reports for PZ Cussons to monitor SKU sales across Nigeria, identifying underperforming products and optimizing retail focus.
- Conducted root cause and regional trend analysis to explain variations in product performance and brand loyalty, informing targeted marketing strategies.
- Delivered competitive analysis dashboards and led market research efforts for legacy product repositioning and innovation.

Education & Certifications

B.Sc. Food Science & Technology

University of Ibadan, Nigeria

Certifications

- Google Data Analytics (Coursera)
- SQL & Databases – Stanford Online (edX)
- Python Programming – CS Academy Africa
- Financial Analysis – CFI / ALX

Technical Skills

- **Languages:** SQL, Python
- **Visualization:** Power BI, Tableau, Excel (PivotTables, VBA, Macros)
- **Analytics Methods:** Predictive Modelling, Regression, A/B Testing
- **Data Ops:** ETL, Data Cleaning, Automation

Key Achievements

- Reduced reporting workload by 80% through automation
- Improved field data accuracy by 50% with live dashboarding
- Unlocked a 20% logistics cost reduction via advanced analytics
- Boosted FMCG client retention by 10% using churn models