AFOLAYAN MICHAEL

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PROFESSIONAL SUMMARY

Data Analyst with over five years of experience delivering actionable insights through advanced SQL, modern BI tools, and interactive dashboards. Achieved error reduction up to 40% by streamlining data processes and optimizing analytic workflows. Collaborates effectively with cross-functional teams to define key metrics and empower strategic decision-making. Committed to driving digital transformation through automated reporting and data-driven process improvements.

TECHNICAL SKILLS

- **Technical Skills:** Microsoft Office Applications (Word, Excel, PowerPoint, Outlook), Power BI (DAX, Power Query), Tableau, SQL, Microsoft SQL Server, Python, Microsoft Project, Microsoft Fabrics, Qlik Sense and Qlik View, Google Data Studio, Google Analytics, ERP System SAP, Jira, Looker, Artificial Intelligence (AI), Microsoft Windows Server, Google Suite, Microsoft Office Suite, Slack, Zoom, Team Viewer, Dashboard Development, Trend and Variance Analysis, Intelligent Automation

- **Core Skills:** Data Analytics and Insight Generation, A/B Testing & Experimentation, Data Modelling, Database Management, ETL Framework, Problem-Solving, Data Privacy, Data Collection, Data Governance, Strong Analytical Skills, Critical Thinking, Teamwork and Cross-Function Collaboration, Communication Skills (Verbal and Written), Organization and Time Management Skills, Portfolio Performance Reporting, Customer and Product Profitability, Commercial Insights, Technical Reporting, KPI Metrics Performance, Attention to Detail, Project Management, Multitasking, Data Storytelling, Strategic Prioritization, Decision Making, High Accountability and Integrity, Data Cleaning and Transformation, Stakeholder Presentation

PROFESSIONAL EXPERIENCE

Amdari Inc.
Data Analyst

January 2025 - Present
United Kingdom

- Conducted comprehensive SKU-level performance analysis using Excel, SQL, and Power BI to define key metrics that boosted forecasting accuracy by 25% and delivered actionable insights for data-driven decisions.
- Developed and automated interactive dashboards, leveraging Power BI and SQL queries to empower operational work and enhance decision-making efficiency by 30%.
- Created visualizations that communicated complex analytical findings to non-technical stakeholders, resulting

in a 40% increase in data-driven decision-making and self-service analytics adoption.

- Executed rigorous data cleaning and preprocessing, reducing data errors by 30% and enhancing overall data quality for more reliable analytical outputs.
- Implemented data validation procedures using SQL and BI tools, achieving a 25% decrease in data entry errors and significantly improving data integrity.

Aston Martin Lagonda (AML) / Expleo Group
BoM Administrator / Release Analyst

October 2022 - Present
United Kingdom

- Collaborated cross-functionally with engineering, product design, procurement, and configuration teams to deliver accurate and timely engineering services that supported multiple vehicle programmes.
- Streamlined Engineering Change Management and BoM processes, improving data accuracy and release efficiency by 25% through effective metrics tracking and process optimization.
- Maintained and optimized product configuration (CPQ – Configure, Price, Quote) systems, ensuring a 30% reduction in CPQ errors across departments.
- Provided validated engineering data to internal stakeholders company-wide, contributing to improved decision-making and reducing rework by 20%.
- Managed the end-to-end activity plan for vehicle programmes using Microsoft Project, enhancing schedule adherence and resource allocation accuracy.
- Implemented robust validation and approval procedures for engineering releases, increasing data integrity and compliance with release standards by 35%.

Mikano International Limited
Database Administrator

February 2020 - Aug 2022
Nigeria

- Collaborated closely with the programming team to support the successful development and launch of the company's e-commerce website, ensuring accurate product and customer data integration and contributing to a 20% increase in online order accuracy.
- Entered and maintained large volumes of data across databases and spreadsheets with 99% accuracy, supporting critical business operations, recommendations and reporting needs.
- Conducted regular data audits and validation checks, produced key performance indicators (KPI) metrics, reducing inconsistencies and improving overall data integrity by 35%.
- Identified and resolved discrepancies in data entries, cutting error rates by 40% and enhancing the reliability of business intelligence reports.
- Compiled and delivered accurate, insight-driven reports to management and cross-functional teams, improving the speed and quality of decision-making processes.

PROJECTS

[U.S. NHTSA Vehicle Recall Analysis | A 25-year data analysis conducted using SQL and Excel.](#)

• This analysis reveals a significant number of unresolved recalls, with a trend of high-risk recalls such as crash, fire, injury and concentrated among major manufacturers like Ford and Chrysler, indicating a need for targeted interventions to address critical safety issues.

[Café Harmony Sales Performance Analysis with Microsoft Excel.](#)

• This is a comprehensive analysis of business sales performance, inventory levels, customer demographics, and employee contributions and recommendations.

[Shopify Sales and Customer Behavior Analysis with Power BI.](#)

• I extracted Shopify sales data, cleaned in Power Query, modeled, and analyzed using DAX. Interactive visuals reveal trends, customer behavior, and regional performance.

EDUCATION, PROFESSIONAL CERTIFICATION AND TRAINING

University of Ilorin   **2012 - 2016**
B.A., History and International Studies

CERTIFICATION

Data Analytics - 10Alytics 2025

Scenario Academy – Data Analytics 2021