**Bukola Ayodele**

*- (904) 451-8789 -* [*bukola.ayodele91@gmail.com/Linkedin/*](mailto:bukola.ayodele91@gmail.com/Linkedin/) *Jacksonville, Florida, 32222* 

Accomplished Business Analyst with 5+ years of cross-industry experience at leading firms like TD Canada Trust and Nestlé. Expert in leveraging analytics and business intelligence tools such as SQL, Tableau, and SAP ERP to drive decision-making, achieving up to 30% improvements in operational efficiencies and 20% in sales forecasting accuracy. Skilled in stakeholder engagement, process optimization, and risk management, consistently delivering projects that enhance customer satisfaction and profitability. Proficient in navigating complex data landscapes to identify actionable insights and strategic opportunities.

**COMPETENCES**

* **Data Analysis and Statistical Skills** - Python (Pandas, NumPy, SciPy), R, MATLAB, SAS, SPSS, Stata
* **Business Intelligence and Data Visualization** - Tableau, Microsoft Power BI, QlikView, Looker, D3.js, Google Data Studio, Excel (advanced functions like VBA)
* **Database Management and SQL Skills** - SQL, MySQL, PostgreSQL, Microsoft SQL Server, Oracle Database, MongoDB, SQLite, Amazon Redshift, Google BigQuery, NoSQL databases like Cassandra
* **Requirements Analysis and Management** - JIRA, Confluence, Trello, Asana, Microsoft Visio, Axure, Balsamiq, Lucidchart, Miro
* **Process Modeling and Improvement** - Microsoft Visio, Lucidchart, Bizagi, ARIS, IBM Blueworks Live, ProcessMaker, Minitab
* **CRM Tools -** Salesforce, HubSpot, Microsoft Dynamics 365, Zoho CRM, Freshsales, Pipedrive, Insightly, Nimble
* **Project Management Tools** - Microsoft Project, Asana, Trello, JIRA, Basecamp, Smartsheet, Wrike, Monday.com, ClickUp, Scoro
* **Agile and Scrum Tools** - JIRA, Trello, Asana, VersionOne, Rally Software, Axosoft, Scrumwise, Targetprocess
* **User Interface and User Experience** **Design** - Adobe XD, Sketch, Figma, InVision, Axure, Balsamiq, Marvel, Proto.io
* **ERP Systems** - SAP ERP, Oracle ERP Cloud, Microsoft Dynamics 365, Infor CloudSuite, Epicor ERP, Sage X3, NetSuite ERP, Acumatica, Odoo

**EDUCATION & CERTIFICATION**

Master of Business Administration (Data Driven Decision Making) Westcliff University, California, USA 2023-2025

Bachelor of Science in Microbiology, Ajayi Crowther University, Oyo, Nigeria, 2011-2015

Excel for Business – URBIZEDGE

**PROFESSIONAL EXPERIENCE**

*Product Manager*, TD Canada Trust in Ontario, Canada: *October 2022 – Present*

* ***Data Analysis and Interpretation:*** *Analyzed over 1 million customer data points to identify key trends and insights, improving customer retention rates by 15%. Utilized SQL and Tableau to extract, analyze, and visualize data, providing actionable insights to stakeholders.*
* ***Process Improvement:*** *Streamlined loan processing by redesigning workflows, reducing processing time by 30% and improving customer satisfaction scores by 20%. Implemented changes using BPMN tools in Microsoft Visio and monitored outcomes through SAP BusinessObjects.*
* ***Financial Modeling:*** *Developed financial models to forecast the impacts of business scenarios on profitability, influencing the strategic decisions that achieved a 10% reduction in operational costs. Employed Excel and Power BI for dynamic modeling and scenario analysis.*
* ***Project Management:*** *Coordinated a cross-departmental team in a major system upgrade project, delivered on-time and within budget, leading to a 40% increase in system efficiency. Managed projects using MS Project and JIRA to track progress and ensure alignment with business goals.*
* ***Risk Assessment:*** *Conducted risk assessments for new financial products, identifying critical risk factors that led to the development of a risk mitigation strategy reducing potential losses by up to $4M annually. Utilized Riskify and Oracle Crystal Ball for risk analysis.*
* ***Stakeholder Engagement:*** *Enhanced stakeholder communication by developing a monthly reporting system that increased transparency and stakeholder confidence. Created reports and dashboards using Salesforce and Microsoft Dynamics to facilitate effective communication.*
* ***Market Research:*** *Led market research analysis to track competitor movements and consumer behavior, providing strategic insights that contributed to a 5% market share increase. Tools used include IBM SPSS and Google Analytics for data collection and analysis.*
* ***Regulatory Compliance:*** *Ensured compliance with Canadian banking regulations by implementing a new compliance tracking system, reducing non-compliance issues by 50%. Used Compliance 360 and SharePoint to manage and document compliance efforts.*
* ***User Experience Improvement:*** *Improved the online banking interface which led to a 25% increase in user satisfaction and a 15% increase in daily active users. Collaborated with UX designers and utilized Adobe XD and Figma for design and prototyping.*
* ***Change Management:*** *Successfully facilitated organizational change by leading the transition to a digital-first approach in customer service operations, increasing digital engagement by 30%. Applied Prosci’s ADKAR model and utilized Workday for change tracking and management.*

***Product Manager at Nestlé in Abuja, Nigeria, 2017- April 2022***

* **Sales Forecasting Accuracy:** Enhanced sales forecasting models leading to a 20% improvement in accuracy by leveraging historical data and market trends. Utilized predictive analytics tools like IBM SPSS and Microsoft Excel to refine forecasting techniques.
* **Supply Chain Optimization:** Streamlined supply chain processes, reducing inventory costs by 15% and improving delivery times by 25%. Implemented SAP ERP for real-time tracking and Oracle SCM for supply chain management.
* **Market Analysis:** Conducted comprehensive market analysis to identify growth opportunities, resulting in a product line expansion that increased market penetration by 10%. Tools used included Tableau for visualization and SAS for data analysis.
* **Customer Segmentation Strategy:** Developed a customer segmentation strategy that increased targeted marketing campaign success by 30%. Utilized Python for data analysis and Salesforce for CRM integration.
* **Operational Efficiency:** Drove operational improvements that reduced processing time by 20% through the adoption of Lean Six Sigma methodologies. Applied Minitab for statistical analysis and Microsoft Visio for process mapping.
* **Product Development Support:** Supported new product development initiatives by analyzing consumer feedback and sales performance, leading to a 15% increase in customer satisfaction. Used Qualtrics for survey distribution and analysis.
* **Risk Management Framework:** Designed and implemented a risk management framework that decreased operational risks by 18%. Employed Riskwatch and Microsoft Power BI for risk identification and reporting.
* **Stakeholder Communication:** Improved stakeholder communication by developing standardized reporting templates that enhanced decision-making efficiency by 40%. Used SharePoint for document management and Power BI for creating interactive dashboards.
* **Cost Reduction Initiatives:** Identified cost-saving opportunities in the manufacturing process, achieving a cost reduction of $200K annually. Leveraged SQL databases for cost analysis and implemented findings through SAP ERP adjustments.

**Change Management:** Facilitated a digital transformation project that increased digital adoption among staff by 35%. Utilized change management principles from Kotter’s 8-Step Process and tracked progress using Asana.