



Adedamola Adeagbo Portfolio

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Introduction

Adedamola Adeagbo is a multidisciplinary data analyst based in Lagos, Nigeria. He currently leads the business development team at 49th Street Media Agency.

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About Me

Adedamola Adeagbo is proficient in data analysis interpretation, data manipulation and modelling, identifying trends and correlations, and deciphering intricate patterns within data.

Adedamola believes data has the power to solve problems and empower brands. He also recognizes data can effectively impact consumer decisions and assist in making better business strategies.

Adedamola is also a skilled analyst with practical expertise in SQL Server, Microsoft Excel, Tableau, Microsoft Power BI and Python.

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Educational Background

2014 - 2019
Obafemi Awolowo University, Ile-Ife, Nigeria

B.Eng Mechanical Engineering
(Second Class Division)

Skills —

**Tableau & Power BI
Visualisation**
**SQL (Microsoft SQL
& MySQL)**
Data Modelling

**Dashboard Design &
Development**
Python Programming
**Data Analysis &
Interpretation**

Statistical Knowledge
Database Management
Systems (DBMS)
**Business Analysis &
Strategy**

Experience

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Business Intelligence Analyst at 49thStreet Media Agency

April 2022 - Present

Led comprehensive research on digital marketing, boosting marketing ROI by 20%. Utilized Power BI, SQL, and social media analytics tools to optimize strategies, increasing effectiveness by 25%, while refining social media approaches with Google Analytics.

Tableau Developer at Insurance Supermarket International

March 2023 - February 2024

Shaped campaign strategies using customer demographics, driving a 20% increase in lead generation and boosting decision-making efficiency by 30% with Tableau dashboards. Enhanced data accuracy by 10% with SQL-based quality checks.

Brand Strategist & Social Media Analyst at Draft.co

January 2022 - February 2023

Boosted brand visibility by 15% through increased social media content and leveraged competitor analysis to uncover 15% more opportunities, enhancing market position. Achieved a 200% rise in brand awareness in one year.

Project Portfolio

Exploring Sales Insights and Trends at a Clothing Company



Data Exploratory Analysis into the world of Seafood

Analysing Aggregated Metrics for a Digital Marketing Agency



Exploring Sales Insights and Trends at a Clothing Company

[Github](#) / August 2024

This project utilized SQL and Power BI to evaluate sales data focusing on revenue, discounts, transaction volume, and product popularity to uncover trends and insights, create queries, visualize sales performance, customer behavior, and trends. The scope focused on generating actionable reports to guide specific marketing, member engagement and high-performing products. Read full article [here](#).



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Data Exploratory Analysis into the world of a Seafood Store

[Github](#) / July 2024

This project aims to analyze user engagement and campaign effectiveness. The analysis focuses on digital, product funnel, and campaign aspects. The scope includes analysing the performance of the store's campaigns, user engagement, and product interactions. The project's importance for the company lies in generating insights that could potentially improve the store's marketing strategies and drive business growth. Read full article [here](#).

Analysing Aggregated Metrics for a Digital Marketing Agency

[Github](#) / September 2024

This project analyzed aggregated metrics for a major client to derive insights for digital marketing. The scope of the project includes data exploration, interest analysis, segment analysis, and index analysis. The skills needed to complete this project include proficiency in SQL for data manipulation, knowledge of database management, and understanding of data cleansing techniques. Read full article [here](#).



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[Website](#) / [Github](#) / [LinkedIn](#)