

Adedamola Adesina Adeagbo

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🌐 Adedamola A. Adeagbo 🔗 Portfolio

PROFILE

Skilled Data Analyst with practical expertise using Tableau to turn complex data into informative reports and visualizations. Proficient in data analysis interpretation, identifying trends and correlations, deciphering intricate patterns and insights within data and presenting them in a visually compelling manner to drive informed decision-making. Expertise in creating and developing interactive dashboards, key performance indicators (KPIs), and analytic reports that are optimised to match organisational goals and objectives. Proven track record of successfully working with diverse teams to provide creative, data-driven solutions and optimized operations. Excellent communication skills with a clear understanding of how to express technical information to various stakeholders.

SKILLS

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|----------------------------------|---------------------------------------|-------------------------|----------------------------------|
| • Tableau Visualization | • Power BI Visualization | • Microsoft Excel | • SQL (SQL Server, MySQL) |
| • Data Modelling | • Data Analysis & Interpretation | • Statistical Knowledge | • Dashboard Design & Development |
| • Cross-functional Collaboration | • Critical Thinking & Problem Solving | • Project Management | • Data Entry |

PROJECTS

Sales & Marketing Data for Pharmaceutical Company

April 2024

Virtual Client's Project

- Utilized **MySQL** to extract data from 6 different related tables from customer sales databases using JOIN and VIEW
- Transformed and filtered data by using aggregating and filtering function to improve reporting process
- Performed data cleaning and data manipulation using power query on Excel to ensure data validity.
- Created a dashboard on **Tableau** for data Visualization and to present actionable insights from the data

Customer Churn Rate Analysis

March 2024

Personal Project

- Transformed and processed client's data by using **Power Query** and **Excel** to ensure data completeness and validity.
- Created a dashboard with **Tableau** to help client compare between the churn rate, customer retention rate and customers who joined.
- Provided technical insights on how the client can fully utilize their data to determine where stronger marketing actions are required.
- Consulted with client to determine the best metrics to be displayed on final product.

Market Analysis & Insights on Survey

January 2024

Personal Project

- Transformed and filtered data by using aggregating and filtering function to improve reporting process

- Established a foundation for a data-driven decision-making approach, leading to more effective strategies and stronger business outcomes.
- Created interactive dashboards in **Tableau** to visually represent the data and make the findings more comprehensible.

PROFESSIONAL EXPERIENCE

Data Analyst (Marketing & Research)

April 2022 – present

49thStreet Media

- Assisted in the development of an automated report generation system, which increased the efficiency of the sales team by 20%.
- Conducted extensive primary and secondary research on digital marketing strategies, ads marketing, and brand promotions which contributed to a 20% increase in marketing ROI.
- Worked closely with the IT team to troubleshoot and resolve data discrepancies, ensuring the accuracy and consistency of data used in analysis.
- Elevated data accessibility and decision-making efficiency by 15% through intuitive Tableau dashboards.
- Conducted data validation and cleaning to maintain the integrity of data for analysis.
- Prepared detailed reports and presentations for business meetings, contributing to strategic decision-making.

Brand Strategist & Analyst

January 2022 – March 2023

Draft.co

- Collaborating with project managers in planning and executing deliverables to achieve expected growth and generating 15% increase in content across social media platforms.
- Identified and capitalised on 15% more opportunities through ongoing competitor analysis.
- Enhanced strategy effectiveness by 25% through data-driven adjustments utilising Twitter and Instagram analytics tools.
- Successfully generated a 200% increase in brand awareness over the span of one year.
- Crafted visually engaging and concise reports and presentations to effectively convey research findings to clients and internal stakeholders.

EDUCATION

B.Sc. Mechanical Engineering

2014 – 2019 | Osun, Nigeria

Obafemi Awolowo University

COURSES

Python for Data Science, AI & Development

November 2021

IBM

Marketing Analytics

June 2021

University of Virginia

Project Manager

April 2020

International Project Management Association

CERTIFICATES

- Tableau Certified Developer (2023)
- Certified Data Analyst - IBM (2022)