

# Adedamola Adesina Adeagbo

📍 Federal Capital Territory, NG ✉ damoladeagbo@gmail.com ☎ +2348082323270

🌐 Adedamola A. Adeagbo 🔗 Portfolio

## PROFILE

Experienced Data Analyst and Brand Strategist with 3 years of experience. Increased marketing ROI by 20% and brand awareness by 200% in 1 year. Developed automated report system, improving efficiency by 20% in 2 years. Enhanced strategy effectiveness by 25% in 14 months.

## SKILLS

- |                                    |                                       |                      |                                  |
|------------------------------------|---------------------------------------|----------------------|----------------------------------|
| • Tableau & Power BI Visualization | • SQL (SQL Server, MySQL)             | • Data Modelling     | • Data Analysis & Interpretation |
| • Statistical Knowledge            | • Critical Thinking & Problem Solving | • Project Management | • Data Entry                     |

## PROJECTS

### Data Cleaning and Exploratory Analysis of a Global Electronics Retailer [🔗](#) May 2024

- Using **MySQL** to implement and Extract, Transform and Load (ETL) Process to pull data from the different platforms and consolidate it into a single database.
- Performed data cleaning using **MySQL** to improve data quality and exploratory analysis to generate data-driven insights.
- Created a dashboard on **Power BI** for data visualization and validation of generated results from SQL queries to present to stakeholders.

### 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.

### Market Analysis & Insights on US Coffee Market 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

---

### Business Intelligence Analyst (Marketing)

April 2022 – present

49thStreet Media

- Increased sales team efficiency by 20% through the development of an automated report generation system, streamlining sales reporting processes.
- Enhanced data accessibility and decision-making efficiency by 15% with intuitive Tableau & Power BI dashboards, leading to improved data-driven decision-making processes.
- Contributed to a 20% increase in marketing ROI by conducting extensive primary and secondary research on digital marketing strategies, ads marketing, and brand promotions, leading to improved marketing effectiveness.
- Worked closely with the IT team to troubleshoot and resolve data discrepancies, ensuring the accuracy and consistency of data used in analysis.
- Prepared detailed reports and presentations for business meetings, contributing to strategic decision-making.

### Junior Data Analyst (Sales & Marketing)

March 2023 – February 2024

Insurance Supermarket Inc

- Collaborated with marketing and sales teams for a targeted ad campaign, translating their business goals into specific data requirements. Analysed customer demographics and purchasing trends, which shaped the campaign strategy and resulted in a 20% increase in lead generation.
- Enhanced Sales team's forecasting accuracy by 6% through advanced analytical techniques.
- Implemented a new data quality checking process that improved data accuracy by 10%, reducing errors in reporting and improving the quality of insights provided to stakeholders.
- Developed and maintained Tableau dashboards to display key business metrics, improving the efficiency of decision-making processes by 30%.
- Conducted training sessions for team members on the use of Tableau, improving team productivity and data visualization skills.

### Brand Strategist & Social Media Analyst

January 2022 – February 2023

Draft.co

- Achieved a 15% increase in content across social media platforms, resulting in expected growth and improved brand visibility.
- Identified and capitalized on 15% more opportunities through ongoing competitor analysis, leading to enhanced market position and strategic advantage.
- Enhanced strategy effectiveness by 25% through data-driven adjustments, utilizing Twitter and Instagram analytics tools, resulting in improved brand performance and engagement.
- Successfully generated a 200% increase in brand awareness over the span of one year.

## EDUCATION

---

### B.Sc. Mechanical Engineering

2014 – 2019 | Osun, Nigeria

Obafemi Awolowo University

## CERTIFICATES

---

- Microsoft Power BI Developer (2024)
- Tableau Certified Developer (2023)
- Certified Data Analyst - IBM (2022)
- SEO Fundamentals - Google (2022)