

Adedamola Adesina Adeagbo

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🌐 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

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| • Tableau & Power BI Visualization | • SQL (Microsoft SQL, MySQL) | • Python Programming | • Statistical Knowledge |
| • Data Modelling | • Dashboard Design & Development | • Data Analysis & Interpretation | • Microsoft Suite (Excel, Powerpoint) |
| • Database Management Systems (DBMS) | • Critical Thinking & Problem Solving | • Branding & Business Strategy | • Digital Marketing |

PROFESSIONAL EXPERIENCE

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| April 2022 – present
Lagos, Nigeria | Business Intelligence Analyst (Marketing)
49thStreet Media Agency <ul style="list-style-type: none">• Led primary and secondary research on digital marketing, ads marketing, and brand promotions resulting in a 20% increase in marketing ROI.• Utilized Power BI and SQL for data extraction, ETL processes, and data modeling to provide strategic insights for stakeholder decision-making.• Optimized strategies through data-driven adjustments with social media analytics tools, boosting effectiveness by 25%.• Promoted cross-departmental collaboration between marketing and content creation teams to enhance impact and drive brand success.• Prepared concise reports and presentations for business meetings, increasing opportunities by 15% and boosting strategy effectiveness by 25%.• Contributed to the development of a report generation system using GA4 Analytics & SQL, improving brand structure and operations.• Monitored social media metrics with Mailchimp & Google Analytics to refine the social media strategy based on mentions, trends, and impressions. |
| March 2023 – February 2024
Ontario, Canada | Data Analyst (Sales)
Insurance Supermarket Inc <ul style="list-style-type: none">• Utilized customer demographics and insurance plans to shape campaign strategy, leading to a 20% increase in lead generation.• Improved Sales team's forecasting accuracy by 6% using advanced analytical methods.• Implemented SQL-based data quality checks, boosting data accuracy by 10% and reducing reporting errors.• Created and managed Tableau dashboards for displaying key business metrics, enhancing decision-making efficiency by 30%. |

- Collaborated with marketing and sales teams to translate business objectives into specific data needs for targeted ad campaigns.
- Conducted training sessions on Tableau usage, enhancing team productivity and data visualization skills.

January 2022 –
February 2023
Ontario, Canada

Brand Strategist & Social Media Analyst

Draft.co

- Increased social media content by 15%, boosting brand visibility.
- Utilized competitor analysis to identify and leverage 15% more opportunities, enhancing market position.
- Improved strategy effectiveness by 25% with data-driven adjustments using Twitter and Instagram analytics tools, leading to increased brand performance.
- Achieved a 200% rise in brand awareness within one year.
- Created dashboards and reports to communicate research findings clearly to clients and internal stakeholders.

PROJECTS

June 2024

Exploring Sales Insights and Trends at Clothing Company

- Utilized **MySQL** for data cleaning, ETL process and data exploration, to improve data quality and generate data-driven insights and patterns.
- Visualized the results of the analysis into multiple dashboards using **Power BI** to present to key stakeholders.
- Provided technical insights on how the client can fully utilize their data to determine where stronger marketing actions are required.

May 2024

Data Cleaning and Exploratory Analysis of a Global Electronics Retailer

- 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.

April 2024

Sales & Marketing Data for Pharmaceutical Company

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.

March 2024

Customer Churn Rate Analysis

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.

January 2024	Market Analysis & Insights on US Coffee Market Personal Project <ul style="list-style-type: none">Transformed and filtered data by using aggregating and filtering function to improve reporting processEstablished 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.
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EDUCATION

March 2014 – June 2019	B.Sc. Mechanical Engineering Obafemi Awolowo University, Ile-Ife, Osun, Nigeria.
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CERTIFICATES

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

FURTHER EDUCATION (COURSES)

May 2024	SQL for Data Science  University of California
November 2023	Python for Data Science, AI & Development  IBM
June 2021	Marketing Analytics  University of Virginia
October 2020	Brand Management: Aligning Business, Brand and Behaviour  University of London
May 2020	Google SEO Fundamentals  University of California, Davis
April 2020	Project Manager International Project Management Association