

EMEKA GODWIN OJEIFO

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Portfolio website: <https://emekaojeifo.github.io/EmekaOjeifoPortfolio.github.io/>

Professional Profile

Business Intelligence and Data Analyst with a strong record of turning complex people and operational data into meaningful insights for senior leaders. Experienced in building automated reporting solutions, producing clear and compelling visualisations, and managing ad-hoc analysis requests with accuracy and speed. Skilled in using business data platforms, SQL, Power BI and advanced Excel to spot trends, identify opportunities for improvement, and support strategic decision-making. Known for a meticulous approach to data governance, quality assurance, and accessibility, ensuring stakeholders always have the right information at the right time.

Core Skills

- Business Intelligence & Data Analytics
- Power BI Dashboard Development
- Automated Reporting Solutions
- Advanced Excel & SQL
- Data Quality, Governance & Compliance
- Ad-hoc Analysis for Senior Stakeholders
- Insight Generation & Storytelling with Data
- Predictive Analytics & Trend Identification

Professional Experience

Business Intelligence and Data Analyst | Upwork

Oct 2024 – Present

- Deliver data intelligence services to clients across sectors, ensuring insights are tailored to their operational goals.
- Design and implement dynamic dashboards, improving data accessibility for decision-makers.
- Conduct in-depth trend and impact analyses to anticipate future business needs.

- Produce detailed narrative reports that inform operational improvements and strategy.
- Maintain strict standards for data quality, security, and compliance in all projects.

Data Specialist (Volunteer) | Community Action: MK

Jul 2025 – Present

- Embed a data-driven culture across departments by introducing modern analytics tools and training staff in their use.
- Gather and consolidate data from varied sources, ensuring completeness and reliability.
- Develop bespoke data collection frameworks tailored to community engagement and service delivery metrics.
- Translate raw data into meaningful insights, presenting recommendations to senior management to guide strategic initiatives.
- Investigate root causes of operational challenges using data analysis, recommending corrective actions.

Business Analytics Academic Project | Nottingham Trent University

Sep 2023 – Sep 2024

- Designed and applied machine learning models to predict customer behaviour in a retail and service context.
- Analysed sales, market, and consumer data to support strategic decision-making.
- Created clear, visually engaging dashboards and visualisations for presenting complex findings.
- Built predictive models to anticipate trends and guide proactive planning.

Junior Data Analyst and Administrator | Centre for Advanced Specialty Surgery (CASS)

Jan 2021 – Sep 2023

- Analysed patient care and hospital performance data to improve operational efficiency and clinical outcomes.
- Developed and maintained databases for monitoring patient flow, appointment scheduling, and treatment timelines.
- Performed cost-benefit analyses to optimise resource allocation in surgical services.
- Enhanced data accuracy through rigorous cleansing and validation of patient records.
- Created reporting tools and dashboards for tracking hospital performance metrics such as patient wait times, bed occupancy, and surgical throughput.

Junior Business Analyst | Savanna Chambers

Aug 2019 – Jan 2021

- Researched and analysed case-related and operational data to support legal service improvements.
- Provided trend analysis to identify case patterns and inform workflow strategies.
- Streamlined internal reporting processes to improve operational efficiency.

Business Administrative Intern | May & Baker Plc

Jun 2018 – Jul 2019

- Supported research and analysis for pharmaceutical product performance and distribution channels.
- Maintained accurate, compliant data records relating to inventory and sales.
- Assisted in preparing management reports on product trends and market positioning.

Education

MSc Management and Business Analytics – Nottingham Trent University, UK (Dec 2024)

MSc Strategic Management and Leadership Practice – Chartered Management Institute, UK (2024)

BSc Business Administration – University of Benin (Nov 2018)

National Diploma Business Administration and Management – Delta State Polytechnic (Oct 2013)

Certifications & Memberships

- Chartered Management Institute (CMI) – Member
- Data Analytics – Scenario Academy
- IT Support – Certified
- Covid-19 Contact Tracing – Johns Hopkins University

Interests

Data Research and Analysis | Strategic Planning | Travelling | Adventure