EMMANUEL DARAMOLA

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PROFESSIONAL SUMMARY

Results-driven Data Analyst with 5 years of experience delivering data-driven insights across logistics operations, social media branding, user engagement analytics, and HR functions. Proven ability to analyze complex, multi-source datasets and translate findings into actionable strategies that improve operational efficiency, optimize user engagement, and support workforce decision-making.

Highly proficient in **SQL, Python, Advanced Excel and automation, and Google Sheets**, with strong expertise in **Tableau, Looker studio and Power BI** for building scalable dashboards and performance reporting frameworks. Adept at collaborating with cross-functional teams and communicating insights clearly to stakeholders. Recognized for strong problem-solving skills, attention to detail, and consistently aligning analytical solutions with business objectives.

CORE AND TECHNICAL SKILLS

- Data Analysis & Interpretation
- Business Intelligence & Reporting
- Statistical Analysis
- Data Cleaning & Validation
- Exploratory Data Analysis (EDA)
- User & Engagement Analytics
- Operational & Logistics Analytics
- HR & Workforce Analytics
- Social Media & Brand Performance Analytics

- Requirements Gathering & Stakeholder Management
- Data Storytelling & Insight Communication
- Problem Solving & Critical Thinking
- Process Improvement & Optimization

- SQL
- Python
- Tableau
- Power BI
- Looker Studio
- Relational Databases
- API-based data sources
- App & Web Analytics Platforms
- ETL / Data Preparation
- Automated Reporting & Dashboard Refreshes
- Documentation & Presentation Tools (PowerPoint, Google Slides)

PROFESSIONAL EXPERIENCE

DATA ANALYST CONSULTANT
AMDARI, UNITED KINGDOM   **SEPTEMBER 2023 – TILL DATE**

- Partnered with cross-functional stakeholders across **logistics, social media branding, app engagement, and HR** to deliver data-driven insights supporting strategic and operational decisions.
- Designed and maintained **interactive dashboards (Tableau & Power BI)** to track KPIs including delivery performance, user engagement, campaign effectiveness, and workforce metrics, improving reporting efficiency by **40%**.
- Analysed **user behaviour and engagement data** from social media and mobile platforms, identifying trends that increased app retention and engagement by **18–25%** through targeted recommendations.
- Conducted **logistics and operations analysis**, uncovering inefficiencies that led to a **12% reduction in delivery delays** and **10% cost optimization** through data-backed process improvements.
- Supported **HR analytics initiatives**, including attrition analysis, performance tracking, and headcount reporting, enabling leadership to improve workforce planning accuracy by **20%**.
- Built scalable **SQL-based reporting frameworks** and automated data pipelines, reducing manual reporting efforts by **35%** and improving data accuracy.
- Translated complex analytical findings into clear, actionable insights for senior stakeholders, contributing to improved decision turnaround time and measurable business impact.

- Delivered end-to-end data analysis to support **manufacturing operations, supply chain logistics, and cost optimization initiatives**.
- Analysed production, inventory, and procurement data using **SQL, Excel, and Python**, identifying inefficiencies that reduced operational costs by **15%**.
- Developed and maintained **performance dashboards** tracking production output, downtime, inventory turnover, and delivery timelines, improving operational visibility by **30%**.
- Conducted **trend and variance analysis** on production and quality data, supporting initiatives that improved production efficiency by **10–12%**.
- Automated recurring reports using **Advanced Excel and Google Sheets**, reducing reporting turnaround time by **40%** and minimizing manual errors.
- Collaborated with operations, finance, and supply chain teams to align data insights with business objectives, improving forecasting accuracy and decision-making reliability.
- Ensured data integrity through rigorous **data cleaning, validation, and reconciliation**, maintaining high standards of reporting accuracy.

EDUCATION & CERTIFICATION

- ➢ **MSc. Electrical Electronics Engineering - University of Bolton, UK**
- ➢ **B.Eng. Electronics & Electrical Engineering - Federal University of Technology, Nigeria**
- ➢ **Data Analytics – Masterschool**
- ➢ **Data Analytics - Dataleum Academy**
- ➢ **Data Visualisation – Sololearn**
- ➢ **SQL Intermediate & Advance - Sololearn**
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