

**OBISESAN, EMMANUEL OLUWATOBI**

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**BUSINESS INTELLIGENCE & DATA REPORTING ANALYST**

Results-driven analyst with 5+ years of experience in **data analysis, reporting automation, and client operations** within financial services. Skilled in **Power BI, Excel, and SQL** for extracting, cleaning, and transforming large datasets into actionable insights. Proven track record of **building performance dashboards, streamlining reporting workflows, and identifying growth opportunities** that improved client satisfaction and sales performance. Recognized for blending **analytical expertise with stakeholder management**, supporting cross-functional teams across operations, finance, sales, and compliance to deliver data-driven solutions that drive efficiency and business growth.

**CORE COMPETENCIES**

- Data Analysis & Business Intelligence
- Advanced Excel (PivotTables, Power Query, Lookups, Macros)
- Power BI (Dashboards, DAX, Data Modelling, Visualization)
- SQL (Joins, Aggregations, Reporting Queries)
- Reporting Automation & KPI Tracking
- Client Operations & Customer Insights
- Compliance Reporting & KYC Verification
- Cross-Functional Collaboration & Stakeholder Management
- Process Improvement & Efficiency Optimization

**PROFESSIONAL EXPERIENCE**

**Data & Reporting Analyst / Team Supervisor - Retail Operations**

*Chapel Hill Denham | Lagos*

**Nov. 2024 – Present**

I drive retail operations performance by combining my client-centric service with data analytics to optimize outcomes.

- Designed and managed reporting dashboards in Power BI and Excel, giving the leadership real-time insights into sales and client engagement.
- Streamlined reporting processes that reduced manual effort by 40% and improved decision-making speed.
- Analysed portfolio and retail data to identify growth opportunities, supporting a 70% increase in unit performance over time.
- Partnered with the sales team to resolve client issues faster, increasing client satisfaction scores and driving loyalty.

**Retail Operations & Reporting Associate**

*Chapel Hill Denham | Lagos*

**Nov. 2021 – Oct. 2024**

- Led KYC Verification and data quality checks, ensuring accurate onboarding records and regulatory compliance
- Built and maintained Excel-based reports to track sales performance, customer engagement, and transaction trends, providing insights that improved sales team performance by 20%.
- Served as the bridge between client-facing teams and internal stakeholders, collaborating with cross functional teams (Sales, Finance, Operations, Customer Experience) to streamline client operations.
- Facilitated the liquidation and redemption of over 15,000 matured investments, ensuring timely disbursements that improved client satisfaction

## Financial Advisor – Data-Driven Advisory

*Chapel Hill Denham | Lagos*

**April 2021 – Oct. 2021**

- Designed structured portfolio strategies that improved client retention by 25% and increased assets under management
- Conducted consultations with 100+ clients to assess financial objectives, risk tolerance, and investment profiles
- Leveraged data insights to deliver personalized investment recommendations that strengthened long-term client relationships.
- Partnered with internal teams to streamline advisory processes, improving service delivery efficiency.

## Customer Relationship Manager

*Wunmi Atoba Enterprise | Lagos*

**Nov. 2019 – March 2021**

- Analysed customer data and sales trends to refine product offerings, and Implemented insights that improved targeting strategies, contributing to a 20% increase in sales within six months.
- Built feedback systems that improved customer satisfaction scores and strengthened brand loyalty.
- Managed and trained a support team to deliver faster, more effective client resolutions.
- Acted as the main contact for high-volume clients, using data to inform personalized service strategies

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## PROJECTS

[View Portfolio](#) for details

### Sales Performance Dashboard | Power BI

Built a Power BI dashboard for multi-channel sales analysis, identifying underperforming segments, high-performing regions, and top-selling products to uncover effective sales channels, product lines, and regions; guiding strategic focus and investment to drive overall sales growth.

### Analysis of a Sales Report | Excel

I examined a dataset that was provided by international breweries with the sole aim to proffer recommendations in order to maximize profit, reduce loss to the lowest minimum and increase sales.

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## CERTIFICATIONS

- **Global Data Analyst** | Edubridge Academy | *July 2024*
- **Customer Experience (CX) for Business Success** | HP LIFE | *March 2025*
- **Business Analysis & Process Management** | Coursera | *March 2025*
- **Effective Leadership** | HP LIFE | *March 2025*

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## EDUCATION

### B.Sc. Biochemistry

*Novena University, Delta State | Nov. 2014 – Sept. 2018*