

Farouq Adeshina Alaka

Power BI Data Analyst | BI Developer | Data Viz Expert

LinkedIn: <https://www.linkedin.com/in/farouq-adeshina-alaka/>

Personal Portfolio: <https://farouqshina.github.io/Portfolio>

PROFESSIONAL SUMMARY

An experienced and passionate data analyst. Having an analytical mindset, I leverage business intelligence tools and my expertise to bring out actionable insights and recommendations that enhance business goals.

I am skilled in data capturing from different sources, data manipulation and data optimization for reporting purposes that drive business decisions. I am an aspiring Data Scientist. I am open to taking up roles in data analysis and Business Intelligence.

EMPLOYMENT HISTORY

Business Intelligence Analyst Probity Hub (Full time/Remote)

July 2020 - Present

- Collaborating with BI partners to determine business problems, define scope and determining solutions.
- Gathering relevant data from different sources working in partnership with Data Warehousing specialists and API Engineers.
- Cleaning and transformation of data to make it suitable for analysis and insights generation.
- Data modelling mostly into star schema to allow dimensional analysis.
- Report building in form of dashboards to know current state of issues as well as to ensure proper monitoring going forward.
- Ensuring optimization in Power BI to produce an efficient dashboard.
- Influence, empower and motivate the team members to ensure a proactive approach to solving organizational problems.
- Leveraging DAX to create necessary measures to show required business KPIs on dashboards

Business Intelligence Analyst 20Four7VA (USA - Part-time/Remote)

August 2022 - Present

- working with other analytics partners to determine data required to solve business problems.
- Capturing data into Power BI from different connectors such as csv, excel, SQL database, Google Analytics
- work in a team responsible for analyzing weekly and bi-weekly data and reporting on campaign and ad performance, recommending strategies and ideas on the way forward in 20Four7VA's business operations.
- Cleaning and transformation of data for subsequent data analysis.
- Building reports and creating interactive dashboards to elicit business insights

Data Analyst - HiQTek (Contract/Remote)

February 2020 - October 2023

- Extracting data from various sources including spreadsheets, flat files, databases, cloud services into Power Query.
- Cleaning, Transforming and Structuring data with Power Query (M code) and/or Python to ensure it is accurate and suitable for analysis within Power BI.
- Creating data models and relationships in Power BI to connect and integrate queries (Facts and Dimensions) for comprehensive analysis.
- Use statistical techniques to analyze collected data for effective decision-making
- Systematize data collected from CRM and correlate information across team KPIs.
- Building measures and calculated columns using DAX to derive KPIs for informed decision making.
- Present reports and data analysis to management in the art of visualization to better understand the story behind the data.
- Designing and building interactive reports and dashboards using BI visualization tools to present data in a meaningful and actionable way to the stakeholders.
- Working collaboratively with partners to ensure delivery of solutions within timeline.

TECHNICAL SKILLS

- Spreadsheet (MS Excel & Google Sheets)
- Google Tag Manager, Google Analytics (GA4 & Universal Analytics)
- Data Analysis (Data Cleaning, Data Merging & Data Modelling)
- Programming Languages (Python(Pandas, Numpy, Matplotlib, Seaborn), R, SQL, HTML, CSS & JavaScript)
- Database Tools (MS-SQL, MySQL-Workbench, PostgreSQL)
- Cloud Platforms (Azure, Google Cloud Platform)
- Data Visualization Tools (Power BI, Tableau & Google Data Studio)
- Statistical Data Analysis (Regression Analysis, Correlation Analysis)
- Building measures using DAX
- Leveraging M Query to optimize data transformation.

SOFT SKILLS

- Detail-Oriented
- Problem-Solving Skills
- Ability to Work Independently
- Excellent verbal/written communication skills
- Team Management Skills &Flexibility
- Clear Explanation of Complex Concepts

CERTIFICATIONS

- [Google/Data Analytics Professional Training](#)
- [Business Intelligence and Data Analyst \(BIDA\) CFI](#)
- [Microsoft Certified Power BI Data Analyst \(PL 300\)](#)
- [Microsoft Certified Azure Fundamentals \(AZ900\)](#)
- [Microsoft Certified Azure Data Fundamentals \(DP 900\)](#)
- [SQL for Power BI users \(Enterprise DNA\)](#)

EDUCATION

Udacity (Nanodegree)

Data Analysis and Visualization with Microsoft Power BI


May 2022 - July 2022

Bachelor of Science: Microbiology


University of Ilorin

October 2006 - July 2009

CONTACTS

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LANGUAGES

- English
- Yoruba
- French(Elementary)