

EBENEZER FIYINFOLUWA OLOYEDE

DATA/PRODUCT ANALYST

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PROFILE

Data and Product Analyst with over 4 years of experience driving insights across e-commerce, higher education, and media. Skilled in SQL, Python, and BI tools, I specialise in translating complex product and user behaviour data into measurable business impact. I focus on building metrics frameworks, running A/B experiments, and analysing engagement patterns that improve adoption, retention, and monetisation. Known for blending strong technical execution with clear storytelling that shapes product strategy and empowers cross-functional teams.

SKILLS SUMMARY

- **Analytics & Experimentation:** SQL, Python (Pandas, NumPy, Scikit-Learn), R, A/B Testing, Regression, Clustering
 - **Product & User Insights:** KPI design, Opportunity Sizing, Funnel Analysis, Cohort Analysis, User Behaviour Modelling
 - **Data Visualization & BI:** Power BI (DAX, Power Query, Data Modelling), Tableau, Matplotlib, ggplot2
 - **Big Data & ETL:** SQL Server, MySQL, Hadoop, Apache Spark, Power Automate
 - **Core Strengths:** Communication, Stakeholder Influence, Problem Solving, Strategic Thinking, Attention to Detail, Time Management, Teamwork,
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EXPERIENCE

Business Intelligence Analyst

University of Lincoln, *Careers & Employability* | March 2025. – Present

- Collaborated with cross-functional stakeholders (operations, engagement, and recruitment leads) to design data solutions that supported strategic goals in student engagement and employability.
- Designed and launched over 10 interactive dashboards (1M+ rows) used as north-star metrics trackers for engagement, employability, and placement goals, now the university's most-viewed analytical content.
- Defined KPIs that aligned product and service teams, contributing to a 40% uplift in data-driven decision-making across the division.
- Automated scalable SQL/Power Query ETL pipelines, cutting refresh times by 60% and ensuring data integrity for experiment evaluation and decision support.
- Conducted deep-dive analyses in Python, surfacing inefficiencies that improved operational productivity by 25%.
- Presented insights on student engagement to senior management, directly shaping strategy for upcoming service launches.

Digital Platform Data Analyst

Philip Morris International | July 2023 – September 2024

- Drove digital product adoption from 18k to 25k points of sale by analysing usage data, identifying drop-off points, and informing product-market fit strategy.
- Built a real-time performance analytics solution in Power BI/SQL, reducing manual monitoring by 80% and enabling rapid iteration by product teams.
- Partnered with product managers and operations to prioritise roadmap features through opportunity sizing and KPI tracking.
- Conducted user behaviour modelling with Python to uncover retention drivers, boosting weekly active users by 30%.
- Designed and evaluated A/B experiments to test feature effectiveness, translating results into actionable roadmap adjustments.

Data Analyst

Quantum Expressions Media Consult | June 2022 – June 2023

- Increased revenue by 42% and engagement by 45% through product and content performance analysis with Python

and Power BI.

- Built KPI dashboards to monitor campaign success and product performance, shaping roadmap decisions.
- Delivered actionable insights that improved digital transformation and monetisation strategies.
- Shared findings with executives, influencing investment in new engagement features that drove measurable revenue growth.

Data Analyst

T. Pumpy Concept | *December 2020 – May 2022*

- Analysed customer satisfaction and sales data, identifying insights that helped maintain a 61%+ satisfaction rate.
- Extracted and processed 10k+ sales records with SQL, improving workflow and operational efficiency.
- Implemented CRM platform across 7 branches, streamlining service delivery and retention efforts.

EDUCATION

- **MSc, Data Science and Applied Analytics (Distinction)**

University of Lincoln, UK | September 2024 – September 2025

- **B. Tech, Urban and Regional Planning (First Class, 4.53/5.0)**

Federal University of Technology, Akure | December 2014 – December 2019

CERTIFICATIONS

- [Microsoft Azure AI Certification \(AI – 900\)](#) | *March 2025*
- [Microsoft Azure Data Certification \(DP – 900\)](#) | *December 2024*
- [IBM Data Science Certificate](#) | *March 2023*
- [Business Statistics and Analysis](#) | *August 2022*
- [Google Data Analytics Certificate](#) | *April 2022*

PROJECTS

- [Product Recommendation System \(\)](#): Built a Word2Vec-based recommendation engine from purchase history; improved engagement by surfacing personalised suggestions.
- [Passenger Satisfaction Dashboard \(\)](#): Defined and tracked NPS as a success metric, applying R/Power BI to uncover drivers of satisfaction and recommend service changes.
- [Predictive Analysis of Space Launch Success \(\)](#): Developed ML classifiers (Decision Tree, others) on scraped/API data, achieving 86.2% accuracy; insights used for optimal launch site selection.