Nathaniel Obafemi

Data | Business Analyst

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🪪 PROFILE

Collaborated on diverse initiatives, including analyzing automotive data, managing financial data for banks, implementing carbon reduction strategies, and assessing land-use changes and biodiversity impact. Through these projects, Demonstrated data analysis, modeling, and visualization expertise, delivering valuable insights and driving positive outcomes for organizations. Optimized business processes, optimizing BI performance, reducing costs, and driving revenue growth through data-driven decision-making. Managed a 5-member cross-functional (product, engineering, sales, support) team and coordinated with six business partners toward the successful launch of an e-commerce platform.

🎓 EDUCATION

Master Data Science | Analysis, *Masterschool*   Oct 2022 – Sep 2023
                                                                   New York, USA

MA Environmental Science(Data Modelling), *University of Venice*   Oct 2018 – Mar 2022
                                                                   Venezia, Italy

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💼 PROFESSIONAL EXPERIENCE

Business | Data Analyst, *10Alytics*   Jan 2022 – present
                                                        United Kingdom
- Designed and adopted data-driven strategies, resulting in a 15% increase in sales revenue and a 10% improvement in customer satisfaction.
- Collaborated with cross-functional teams to streamline processes, reducing operational costs by 20% and increasing overall efficiency.
- Revitalized analysis with robust Power BI architecture, streamlining integration. Documented best practices, cutting analysis time by 30%.

Data Analysis, *Artiq UK Ltd*   Dec 2016 – Aug 2019
                                                 UK
- Built a Tableau dashboard to visualize core business KPIs (e.g. Monthly Recurring Revenue), saving 13 hours per week of manual reporting work.
- Deployed SQL for testing reports and ETL load jobs, optimizing data processing and reducing errors by 15%.
- Developed and maintained reports, dashboards, and visualizations to drive data-driven decision-making, resulting in a 20% improvement in operational efficiency.
- Streamlined Power BI platform administration for 200+ workspaces, enforcing secure access controls and guidelines to enhance collaboration and utilization efficiency.

Data Analyst, *Fan Milk Plc*   Feb 2015 – Nov 2016
                                                Nigeria
- Developed and implemented a new laboratory process that resulted in a 30% reduction in laboratory analysis time and a 20% reduction in laboratory costs.
- Conducted field investigations to support a project which resulted in a 50% reduction of contaminants in soil and water.
- Discovered and solved a complex supply chain inventory problem which reduced holding costs by 45%.

📁 PROJECTS

Marketing Optimization for Seamless Air Travel (10Alytics) Mar 2023 – present
- Implementing a centralized marketing dashboard in Tableau, reducing decision-making time by 30% and enhancing resource allocation by 15%.
- Pioneering robust data governance, ensuring 98% accuracy, compliance with regulations, and 20% improved data reliability for targeted campaigns.
- Utilized technical documentation (Service Bulletin) to ensure accurate analysis.

INFINITY AUTOMOTIVE DATA ANALYSIS Jan 2023 – Jan 2023
- Ingested and interpreted CSV files of over 1 million rows over into a MySQL database, and performed analyses using SQL and Python.
- Employed Tableau for plotting trends and creating charts (pie charts, bar charts) for demographic breakdown, and downtime hours.

Extraction Transform Load Process for Bank Market Cap Data Jul 2021 – Dec 2021
- Demonstrated expertise in managing financial data, including market trends, stock prices, and financial statements.

Carbon Reduction and Sustainability Strategy for a Large Infrastructure Project Apr 2021 – Oct 2021
- Executed and established a robust carbon reduction strategy, resulting in a 30% decrease in carbon emissions for a large infrastructure project.
- Implemented Power BI dashboards with sustainability metrics, driving informed decisions and reducing carbon emissions by 15% and waste generation by 10%.

ANALYSIS OF LAND-USE CHANGE AND ITS IMPACT ON BIODIVERSITY IN A PROTECTED AREA Oct 2019 – Feb 2020
- Processed and analyzed satellite imagery and land-use data using Python and QGIS, improving efficiency and ensuring accurate results by 98%.
- Facilitated writing reports and presenting land-use and biodiversity analysis results to stakeholders, resulting in the successful implementation of 2 policy recommendations.

🧠 SKILLS

SQL sever | Extraction Transform Load | Python | Tableau | Excel | React | Database Management

Data warehousing | A/B testing | Business Analysis | Big Data | Data Warehousing

Analytical and Problem-solving | Time Management | Machine Learning | Extraction Transform Load

Power BI Administrator | Product Analysis | Performance Evaluation | Business Performance Monitoring

Cross-functional Collaboration | Strategic Forecasting | Presentation Skills | Process Management | Power BI

Financial Analysis | Supply Chain Management | Gap Analysis | Power BI Automation | Database Design

Funnel Analysis | Google Analytics | Google Tag Manager | Google Data Studio | Service Bulletin

🌐 LANGUAGES

- English
- Spanish