SAMUEL AYOMIDE MAKANJUOLA

Analytics Engineer | Business Intelligence Analyst | Data Analyst
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Professional Summary

A Business Intelligence Analyst with strong experience designing KPI frameworks, building executive dashboards, and translating complex data into clear, actionable business insights. Proven ability to work across the full BI lifecycle from data modeling and validation to visualization and performance storytelling. Experienced in sales, profitability, and customer analytics, with a strong focus on metric accuracy, trend analysis, and decision support.

CORE SKILLS

Business Intelligence Skills

BI & Analytics
- KPI design and metric definition
- Sales, profit, and margin analysis
- Trend analysis and performance monitoring
- YoY, YTD, rolling and comparative analysis
- Customer retention, repeat purchase, and concentration analysis

Power BI & DAX
- Power BI dashboard development
- KPI cards, indicators, and trend visuals
- Time intelligence measures
- Data modeling in Power BI
- Interactive slicers and drill-down analysis

SQL & Data Preparation
- SQL-based data extraction and transformation
- Data validation and reconciliation checks
- Analytical joins and aggregations
- Preparing clean, analysis-ready datasets

Documentation & Version Control
- Git and GitHub
- Data catalogs and KPI documentation
- Business logic documentation
- Data flow and model diagrams
- Notion

KEY BI PROJECTS

Enterprise Sales & Profitability BI Dashboard
Tools: Power BI, SQL, Git, Draw.io
- Built a multi-page Power BI dashboard to monitor business performance across sales, profit, and customer behavior.
- Designed executive KPIs including total sales, total profit, profit margin, volatility, revenue concentration, retention rate, and repeat purchase rate.
- Implemented YoY comparisons, rolling trend analysis, and momentum indicators to support performance monitoring.
- Translated transactional data into a star schema model optimized for BI reporting.
- Applied data validation checks to ensure KPI accuracy and consistency.
- Structured dashboards for executive readability, visual hierarchy, and insight clarity.

Impact:
Enabled clear identification of performance trends, profit drivers, customer concentration risk, and areas requiring business intervention.

Customer & Revenue Analytics Dashboard
Tools: Power BI, DAX

- Analyzed customer behavior including retention, repeat purchase patterns, and average revenue per active customer.
- Identified revenue dependency on top customers and product categories.
- Built visuals to support strategic customer and revenue planning decisions.

SQL Business Analysis Project
Tools: SQL
- Performed structured analysis on business datasets using SQL.
- Generated insights through aggregations, filters, and analytical queries.
- Supported reporting use cases with clean, validated outputs.

Python Data Analysis Project
Tools: Python, pandas
- Cleaned and analyzed datasets to identify trends and performance patterns.
- Conducted exploratory analysis to support business questions.

Excel Sales Analysis Project
Tools: Microsoft Excel
- Used pivot tables and charts to analyze sales performance.
- Delivered structured insights for reporting and presentation.

Education

Bachelor of Science
University Of Ilorin, Ilorin Kwara State, Nigeria | 2020 – 2024

Certifications
- American Council of Training and Development (ACTD)
  Axia Africa - Data Analysis | Excel| SQL| PowerBI| Phython   2025