Olamilekan Razak Elegbede

(613) 799-2460 | lekanelegbede414@gmail.com | lekan-e.github.io/portfolio/ | github.com/Lekan-E | linkedin.com/in/lekanelegbede

Data analyst driven by the passion for uncovering insights using technical and statistical tools to inform data-driven decisions and create impactful visualizations. With hands-on experience in designing and implementing end-to-end data solutions. Skilled in data analysis and reporting, customer support, data visualization, database design (cloud and on-premise), and KPI dashboard creation.

EXPERIENCE

Data Analyst Intern   **Ottawa, ON**
Synapse Technologies   *May 2021 - Sept. 2021*
- Improved delivery times by **30%** for a B2B company through frequent ad-hoc analysis for the operations team, to interpret and analyze customer data providing actionable insights that boosted customer satisfaction scores and retention rates.
- Worked with data engineers to build data models that automated data migration of Microsoft Excel flat-files from various sources to SQL Server, improving data integrity, storage efficiency and data retrieval speed by **30%**.
- Collaborated with the data and analytics team to build **BI** dashboards that aligned key performance indicators (KPIs) with daily staff targets, improving employee performance and evaluation processes.
- Identified and resolved issues affecting dashboard performance to ensure **90%** reliability and improved speed by conducting regular troubleshooting, and escalating issues to senior analysts when necessary.
- Presented insights to stakeholders on market research, highlighting the company's competitive position and recommending strategies to differentiate itself from competitors to improve market standing.
- Spearheaded employee evaluation surveys with 85% participation, leading to the successful implementation of new evaluation methods that significantly improved overall team productivity using **Google Forms.**

Carleton University - Career Service - [LINK]   **Ottawa, ON**
Research Analyst (Volunteer)   *January 2023 - July 2023*
- Conducted research analysis on Canada's gas price fluctuations, identifying trends in year-over-year changes, and regional and seasonal price variations.
- Built a data pipeline to extract, transform, and load monthly gas price data from the Statistics Canada API into a SQL database.
- Designed an interactive **Tableau** dashboard to visualize gas price trends across provinces and fuel types, providing insights that helped alumni make informed relocation decisions and reduce fuel costs.

APPLIED PROJECTS

Predicting ETA and Trip Duration using Machine Learning - [LINK]   *Nov. 2024*
- Built an XGBoost regression model to accurately predict trip durations (ETAs) and estimate fares for a bike-share company, based on station distances, user membership, and bike type using over 5 million historical data.
- Implemented the model using geospatial mapping, allowing users to view optimal routes, estimated durations, and costs based on station locations and ride preferences using **Tableau** and **Graphhopper**.
- Improved model performance by optimizing and fine-tuning hyperparameters using **GridSearchCV**, resulting in a Mean Absolute Error (MAE) of 225.93 seconds and an Explained Variance Score of 0.61, enhancing prediction reliability for various trip lengths.

Customer Segmentation and Insights Analysis for a B2B Company - [LINK]|[Dashboard]   *Oct. 2024*
- Performed EDA on 5.7 million sales data to identify trends and patterns in customer behaviour, providing the sales and operations with insights on customer engagement strategies and targeted marketing to boost customer acquisition.
- Built an interactive Tableau dashboard to track daily KPIs such as revenue generated and total sales, delivering actionable insights into customer usage behaviour. Implemented data filters to enable stakeholders to uncover daily trends and patterns.

SKILLS

- **Visualization:** Tableau (Desktop, Prep), Power BI, Looker Studio
- **Technical Tools:** Python, SQL (MSSQL, MySQL), Microsoft Suites (Excel, Word, PowerPoint)
- **Cloud Computing:**
  - **Microsoft Azure**: Data Factory, SQL Databases, Storage Accounts, Synapse Analytics, Databricks
  - **AWS**: S3, RDS, Athena, Glue, Redshift, Quicksight
  - **Google Cloud Platform (GCP)**: Google Analytics, Big Query, Cloud Storage, Dataflow

EDUCATION & CERTIFICATION

- **Bachelor of Engineering, Communications and Computer,** Carleton University   *Sept. 2017 - July. 2023*
  - Relevant Courses: Statistics II, Data Management and Processing, Probability and Random Process, Multivariable Calculus, Machine Learning, Regression Models
- **Tableau Desktop Specialist**   *August 2024*