

VALERIE MADOJEMU

PERSONAL SUMMARY

I am a certified Data Analyst with 4 years of consulting experience, specialising in data modelling, ETL / ELT development, and data quality improvement across multiple industries. Skilled in Tableau, DBT, and SQL, I deliver clean, reliable data solutions to support businesses.

SKILLS

Tableau Desktop * Tableau Prep * Alteryx * SQL * Data Modelling * Data Quality & Governance * ETL / ELT * Salesforce * Power BI * DBT * Data Visualisation * Data Cleaning * AWS * Google Cloud Platform * Python * MS Office Suite

EXPERIENCE

COGENT SKILLS, DATA ANALYST CONTRACTOR

FEB 2025 – JUN 2025

- Accomplished delivery of 2 workforce analytics projects within 6 weeks by developing scalable data models and Tableau dashboards that enhanced visibility across the UK nuclear sector and enabled faster workforce planning.
- Improved data accuracy, lineage visibility and reporting reliability by building ETL workflows in Tableau Prep and Python that automated data cleansing and standardisation for strategic decision-making.

VIASAT(INMARSAT), DATA ANALYST CONTRACTOR

JUL 2024 – JAN 2025

- Aligned Salesforce analytics requirements across internal teams and external stakeholders by validating data consistency and ensuring reliable integration across systems.
- Created Tableau dashboards and SQL workflows in Google Cloud to analyse sales performance, ensuring data integrity and full traceability from Salesforce to reporting layers.
- Developed automated reporting assets in Python and AWS Step Functions, improving delivery efficiency and data quality across multiple business channels.

THE INFORMATION LAB (TIL), CONSULTING DATA ANALYST

MAR 2022 - JUL 2024

TRAINING

- Completed a 16-week intensive data analytics programme with one of the UK's leading consultancies, gaining expertise in Tableau, Alteryx, SQL and Power BI.
- Delivered multi-sector client projects over two years, improving data quality and reporting accuracy by designing data models, ETL workflows and dashboards, while enhancing stakeholder management and data governance through clear communication of complex insights.

LINKLATORS

APR 2024 – JUL 2024

- Developed optimised Tableau dashboards and data models by migrating over **1,100** Excel-based reports into secure, permission-driven systems that improved data consistency.
- Delivered scalable reporting solutions adopted by **1,500** global users, standardising metrics and ensuring governance alignment across legal and business functions.

BOLDYN

MAR 2024

- Engineered proof-of-concept Tableau dashboards analysing the London Underground's network infrastructure to identify problem areas, which secured contracts for training and enablement.

SKILLCORNER

MAR 2024

- Built an accelerator Tableau Prep flow and dashboard to standardise complex performance data, improving structure, accuracy and lineage visibility. Reduced data to insight time from **3-4 days to 30 minutes** while aligning outputs with governance and scalability standards.

TIL+ VOLUNTEERING: REACH

FEB 2024

- Led a pro bono project for a non-profit organisation in Siem Reap, Cambodia, designing Tableau dashboards integrated with Microsoft Forms and Excel to enhance monitoring and management of programme activities. Supported social workers overseeing around **150** families each by improving visibility and coordination.

WEST HAM FOOTBALL CLUB

JAN 2024

- Re-engineered Tableau dashboards and automated data collection in Tableau Prep by introducing structured data models that improved accuracy, completeness and consistency. Reduced manual processing time from **2 hours to 15 minutes** while aligning workflows with governance and quality standards.

EVERTON FOOTBALL CLUB

NOV 2023-JAN 2024

- Led the Grow-to-Tableau dashboard migration, collaborating with data engineers to define modelling and data quality requirements. Enabled automation through Alteryx and Snowflake, reducing manual dashboard updates by **3 hours per week**.

FORTERRA

APR 2023-NOV 2023

- Developed interactive Tableau dashboards and automated data collection processes, improving the structure, quality, and frequency of compliance reporting.
- Led the migration from Oracle-based Hubble to Tableau via SQL Server Management Studio (SSMS), coordinating with engineers to align data models and standards. Delivered **110 reports in 5 months**, reducing costs by **50%** and expanding user adoption **by 250%**.
- Delivered tailored Tableau training and documentation, embedding governance principles and data literacy across teams, increasing self-sufficiency and report creators by **200%**.

TIL PREMIER LEAGUE PACKAGE

MAR 2023

- Developed a reusable Alteryx and Tableau data package using StatsBomb data, applying data-modelling and validation principles to standardise inputs for multiple football clubs. The solution contributed to **£357K** in new contract revenue.

PGA EUROPEAN GOLF TOUR

MAR 2023

- Crafted Tableau dashboards for the media team to access historical data, player statistics and tour information, increasing information retrieval efficiency by **30%**.

CYGNIA

JAN 2023-FEB 2023

- Optimised the inventory management system through a Tableau dashboard, improving data visibility, standardisation, and decision-making efficiency across warehouse operations.
- Re-engineered a complex Alteryx Transaction History workflow, streamlining data processing and validation steps to reduce interpretation time by **70%** and enhance data quality controls.

HARWOODS

JUL 2023-DEC 2023

- Developed a Live Chat analytics dashboard in Tableau, leveraging Salesforce data models to improve visibility of customer demographics, engagement, and conversion patterns.
- Built a Customer Location dashboard providing spatial insights into customer distribution, supporting marketing and service centre planning with accurate, standardised data.
- Led the design and rollout of a Lead Management Review system migrating from Excel to Tableau via Salesforce data, automating reporting workflows and improving data quality and governance, **saving 4 hours per week**.

PERSONAL PROJECTS

Marketing Spend Sustainability Overview | Python, SQL, Tableau | [Tableau Dashboard](#) [GitHub](#)

- Built a RAW Nutrition concept dashboard, revealing £340K budget overspend, Facebook's unprofitable 0.84:1 LTV:CAC ratio, and declining Instagram efficiency, enabling an action plan for budget crisis management and channel optimisation.

SaaS Campaign Performance | Python, Tableau | [Tableau Dashboard](#)

- Built a campaign performance dashboard addressing paid/organic visibility gap across GA4 and social platforms, revealing paid channels drove 81% of £8.27M revenue versus organic's 19%, enabling budget reallocation from low ROAS channels toward high-performing paid platforms while leveraging organic conversion insights to improve paid efficiency.

EDUCATION

MATERIAL AND SPORTS SCIENCE BSC | 2:1, UNIVERSITY OF BIRMINGHAM

AWARDS & ACHIEVEMENTS

ALTERYX ADVANCED | DBT FUNDAMENTALS