Medinat Modupeola Adegoke

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PROFESSIONAL PROFILE

Strategic and results-driven Data Analyst with 7+ years' experience delivering actionable insights across non-profit, commercial, and technology sectors. Proven ability to collect, clean, analyse and visualise large datasets using Python, Power BI, SQL and Excel. Skilled in stakeholder engagement, performance reporting, and campaign analytics. Passionate about using data to drive service improvement, support income generation, and influence decision-making in values-driven organisations.

CORE SKILLS

- Programming Language: Python, JavaScript, PHP, SQL
- Data Analysis Tools: Excel (PivotTables, Power Query, VLOOKUP), SQL, Python (Pandas, NumPy, Seaborn)
- Visualization Tools: Power BI (DAX, Power Query), Tableau, Excel
- Advanced knowledge: Advanced Microsoft excel, data processing tools, MS Office tools (Outlook, Word, PowerPoint, Teams)
- Software development life cycle (SDLC)
- Forecasting Support: Historical trend analysis, anomaly detection
- Data Collection & Cleaning: ETL workflows, data validation
- Statistical Techniques: Descriptive analytics, correlation, forecasting trends
- Reporting & Dashboards: KPI monitoring, automated insights delivery and performance improvement
- Communication: Clear interpretation and presentation of findings to stakeholders
- Collaboration: Cross-team support, requirement gathering
- Process Improvement: Workflow automation, data quality enhancement
- Documentation: Transparent tracking of sources, methodologies, and analyses
- CRM Management & Data Quality Assurance

PROFESSIONAL EXPERIENCE:

August 2025 – Till Date   **Bluebell Wood**
Job Title: Data and Insights Analyst

Responsibilities:
- Analysed financial and operational data across income generation activities, identifying risks, trends, and opportunities to support decision-making.
- Developed interactive dashboards and automated reports in Power BI, SQL, and Excel, streamlining performance reporting.
- Monitored and reported on KPIs, providing evidence-based recommendations that improved commercial performance.
- Collaborated with finance and operations teams to enhance forecasting accuracy and budgeting processes.
- Managed the CRM system, ensuring high-quality, accurate donor and stakeholder data.
- Improved campaign efficiency by implementing audience segmentation and tailored messaging strategies.
- Produced presentations and briefings that simplified complex data insights for senior leadership and non-technical audiences.
- Streamline campaign strategies by using tailored message to audience,

Key Achievements:
- Identified donor engagement trends that increased campaign ROI by 15%.
- Enhanced data quality controls within the CRM,
- Improving segmentation and campaign targeting efficiency.

October 2025 – July 2025   **Forgiving Homes**
Job Title: Data Insights Analyst

Responsibilities:
- Developed automated dashboards using tools like (Power BI, Python, Excel and SQL) for income tracking, donor retention, and campaign and performance, housing operations and reducing reporting time by 80%.
- Identified key donor segments at risk of lapse and implemented targeted re-engagement analysis, contributing to a 15% boost in second-time donations.
- Ensured GDPR compliance in all data handling and reporting; supported fundraising teams with opt-in analysis and data quality reviews.
- Collaborated with fundraising and operations teams to generate donor reports and monitor KPIs tied to strategy goals.
- Used Excel and Power Query for cleansing and transforming large datasets, reducing manual reporting time by 60%.
- Created tailored data reports for senior leadership to aid in monthly review and decision-making.
  Key Achievements:
- Developed automated churn prediction reports, reducing customer loss by 12%.
- Designed a reporting suite that reduced manual reporting time by 40% while improving accuracy.

August 2023 – September 2024   **Digital Works Technologies**
Job Title: Data Analyst

Responsibilities:
- Analyze and visualize data using advanced analytics tools (e.g., Power BI, Python, SQL and Tableau) to support operational improvement and strategic decision-making across departments.
- Built and maintain dashboards, delivering real-time insights and tracking KPIs to drive organizational improvements.
- Clean, transform, and analyze complex dataset from multiple sources, ensuring data accuracy, usability and consistency for reliable reporting and analysis.
- Conduct in-depth analysis on dataset to uncover patterns, trends, and insights to identify opportunities for revenue growth, and operational improvement.
- Develop clear, insightful reports and interactive dashboards using tools such as Power BI, Excel, and Tableau to communicate findings to stakeholders.
- Collaborate with cross functional teams to support data-driven initiatives, improve business outcomes, and enhance data accessibility and interpretation for non-technical teams.
- Ensure all data collection and handling of sensitive client records comply with GDPR and safeguarding policies.

April 2018 – May 2023   **Pronto Microsystems Technologies Limited**
Job Title: Data Analyst

Responsibilities:
- Collected, cleaned, and analysed large datasets from multiple sources to support internal projects and reporting.
- Built and maintained Power BI dashboards to track key demand and operational KPIs.
- Conducted trend analysis to identify anomalies and patterns for strategic forecasting support.
- Collaborated with department leads to understand reporting requirements and deliver actionable insights.
- Documented processes and data sources to support transparency and reproducibility of analyses.

September 2013 – March 2018   Systems Development Centre
Job Title: Software Developer

Responsibilities:
- Collaborated with cross-functional teams to design, develop, and deploy software solutions for client projects

using JavaScript, Python, PHP.
- Implemented new features and enhancements to existing applications, following best practices and coding standards.
- Conducted code reviews and provided feedback to team members to ensure code quality and maintainability.
- Participated in Agile ceremonies such as sprint planning, daily stand-ups, and retrospective meetings.
- Resolved technical issues and bugs reported by clients and internal stakeholders in a timely manner.
- Implemented version control and testing using GitHub Actions, Docker, and Pytest.

EDUCATION:

May 2023 – May 2024
Ulster University, United Kingdom. **Master of Science in International Business with Data Analytics (Distinction)**
September 2013 – December 2015
University of Lagos, Nigeria. **Master of Technology in Information Technology (Merit)**

September 2003 – August 2008
Ladoke Akintola University of Technology, Nigeria. **Bachelor of Technology in Computer Engineering (Second-Class Upper Honours)**

CERTIFICATIONS & TOOLS:

- ITIL Certificate in IT Service Management
- Tools: SQL | Python | Power BI | Excel |SQL Server |Tableau | Jupyter Notebook | CRM System | Microsoft Dynamics | Azure | AWS | Git | JIRA | Azure DevOps

Reference on Request