

OLUWATOBI BAKARE

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CUSTOMER EXPERIENCE / DATA ANALYST

PROFESSIONAL SUMMARY

High-performing medium scale Business Manager with 3+ years of experience leading and optimizing customer service and business operational functions, to enhance performance and drive business growth. Adept at leveraging business growth initiatives, customer insights and data-driven strategies to enhance service quality and customer satisfaction. Skilled in utilizing Python, SQL, Microsoft Excel and Power BI to develop interactive visualizations and uncover actionable business insights. Eager to leverage multifaceted competence in research, customer experience, business management and data analytics knowledge to optimize business performance and drive organizational growth.

TECHNICAL SKILLS

Tools: Python, Pandas, Matplotlib, SQL, Microsoft Power BI, Jupyter Notebook, Google Colab, Microsoft Office Suite (Excel, PowerPoint, Word), SPSS.

Competencies: Data Analysis, Data Visualization, Data Reporting, Data Collection, Dashboard Designs, Graph Plotting, Customer Experience Management, Customer Relationship Management, Client Retention, Complaints Management, Customer Service, Performance Measurement, Stakeholder Engagement, Project Management, Continuous Learning and Development, Technical Troubleshooting, Process Optimization, Quality Assurance, Documentation and Reporting, Leadership, Risk Analysis.

- **Data Analysis:** Collects, clean, organizes, and analyzes large datasets to extract actionable insights and trends. Utilizes analytical methods to identify patterns, facilitating informed decision-making processes
- **Data Visualization:** Utilizes data analysis tools to develop interactive visualizations that provide stakeholders with clear and intuitive insights into data trends and patterns
- **Business Management Experience:** Leveraged data analytics and customer feedback to identify areas for improvement, enhance service quality, and personalize customer interactions

SOFT SKILLS

Communication | Time Management | Negotiation | Adaptability | Creativity | Problem-Solving | Attention to Details | Organization | Flexibility | Analytical Thinking | Team Work | Active Listening

WORK EXPERIENCE

Jan 2020 –
Sept 2023

Business Manager | Fumadex Computers

- Designed basic office tools (MS Word, Excel, PowerPoint) curriculum and trained more than 30 students
- Increased Customer base by **40%** and total revenue by **115%**
- Reformed business operations with an excellent record keeping system for informed business decisions and growth
- Initiated and managed the project of replacing all ageing equipment such as laptops, printers and photocopy machines for efficient business operations

Nov 2018 –
Dec 2019

Researcher | Kwara State University

- Collected **data** using questionnaires and analyzed the **data** using **SPSS**
- Reviewed more than **15** literatures, published **3** in prominent magazines and presented **2** in conferences

FEATURED PROJECTS

Nov 2023

Hotel Reservation System – Python, Lucid Flowchart

- Built a working process for a hotel reservation using object-oriented programming (OOP). Created a workplace flowchart using Lucid Chart. Featured a payment system to enable direct payments for hotel reservation. Check out the project [here](#)

Jan 2024

Online Retail Customer Churn – Python, Matplotlib, Pandas, Seaborn

- Collaborated with a team to analyze and address online retail customer churn using data analysis techniques to identify key factors and implement strategies to mitigate churn, resulting in improved customer retention. Check out the project [here](#)

May 2024

HR Analytics for Attrition – Power BI

Explored a fictional dataset created by IBM data scientists, with the aim to understand the underlying factors contributing to employee attrition. Through rigorous data analysis and visualization using tools like Power BI Visualization, I uncovered several key insights such that shed light on this complex issue. Check out my LinkedIn [Post](#) and GitHub [Repo](#)

May 2024

Customer Sales Dashboard – Power BI

- Utilized Power BI to analyze sales data, identify top-selling products and customer segments, and optimize profitability insights, including highlighting California as the highest profit contributor and October as the peak month for profitability. Check out the project [here](#)

CERTIFICATIONS/COURSES

May 2024

Data Science and Artificial Intelligence, Tech4Dev

Apr 2024

Prepare Data for Exploration, Google/Coursera

Jan 2024

Foundations: Data, Data, Everywhere, Google/Coursera

Dec 2023

Python for Machine Learning and Data Science, Great Learning Academy

EDUCATION

Oct 2023 –
Present

Women Techsters Fellowship

Diploma in Data Science/Artificial Intelligence

Mar 2021 –
Present

Ladoke Akintola University of Technology

Master of Technology in Food Science and Technology

Project: Effect of Tigernut on the Nutritional Composition of Tuwo Shinkafa

Aug 2014 –
Sept 2019

Kwara State University, Malete Kwara State, Nigeria

Bachelor of Technology (Hons.) in Food Science and Technology

Project: Development and characterization of instant kunu powder with African locust bean pulp