

# ALABA OWODUNNI

B.Sc.

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## PROFESSIONAL SUMMARY

Data Analyst with hands-on experience leveraging Python, SQL, and R to extract actionable insights from complex datasets. Skilled in statistical analysis, data visualisation, and predictive modelling with expertise in healthcare and e-commerce analytics. Consistently delivers data-driven solutions that improve decision-making processes, reducing analysis time by 40% and identifying \$85K+ in revenue opportunities.

## AREAS OF EXPERTISE

Python | SQL | R Programming | Excel (Advanced) | Power BI | Tableau | Data Cleaning | ETL Processes | Statistical Analysis | Regression Analysis | Cluster Analysis | Data Visualization | Database Management | API Integration | A/B Testing | Predictive Modeling | Time Series Analysis | Data Mining | Machine Learning Basics | Git | PowerPoint | Google Analytics | Dashboard Design | Data Warehousing | Query Optimization

## SOFT SKILLS

Interpersonal Communication | Problem-Solving | Critical Thinking | Data Presentation Skills | Team Collaboration | Project Management | Attention to Detail | Time Management | Adaptability | Stakeholder Management | Analytical Thinking | Research | Customer Focus | Business Acumen | Storytelling

## WORK EXPERIENCE

### Data Analyst | Bright Health System, Ikeja, Lagos

Mar 2024 - Dec 2024.

Conducted statistical analysis in healthcare, built predictive models in R, created visualisations, streamlined reports and automated workflows, and collaborated with oncology teams to improve breast cancer detection.

- Automated monthly reporting workflow, saving 15 hours per week and improving data reliability by 32%.
- Streamlined data collection processes, reducing analysis time by 40% and enhancing reporting efficiency.
- Presented findings to cross-functional medical teams, resulting in 2 new treatment procedure adjustments.
- Advanced 6 statistical models using R coding to predict patient outcomes, raising prediction rates by 27%.
- Scrutinised 500+ patient records to detect 3 key factors shaping breast cancer outcomes with 95% accuracy.
- Created 8 interactive dashboards visualising clinical data patterns for 3 department heads and executive team.
- Collaborated with an oncology research team to analyse correlation patterns between 15+ treatment approaches and patient recovery rates, contributing to a 23% improvement in early detection protocols.

### Data Analyst | Fin-Track Solutions, Ikeja, Lagos State, Nigeria

Jun 2022 - Mar 2023.

Utilised SQL & Excel to analyse e-commerce data, create forecasting models, uncover revenue opportunities, develop customer segments, simplify ETL processes, & deliver insights to mend marketing & retention strategies.

- Extracted and transformed 5TB of sales data using SQL queries, improving database performance by 28%.
- Reduced data processing time by 65% via optimisation of ETL procedures and query structure refinement.
- Built Excel models to forecast quarterly revenue with 92% accuracy, supporting strategic planning initiatives.
- Identified \$20K in potential revenue opportunities through cohort analysis of customer purchasing behaviour.
- Studied 10K+ customer transactions to identify spending patterns, boosting targeted marketing ROI by 35%.
- Established a customer segmentation model that improved retention rates by 18% across 3 product categories.
- Presented monthly analytical insights to the management team through complete reports and visualisations, resulting in 4 successful strategy pivots that scaled up conversion rates by 22% in underperforming segments.

### Freelance Data Analyst | Project, Sales Data Analysis (Remote).

May 2023 - Jul 2023.

Conducted sales analysis using regression and clustering techniques, created visualisations in Tableau and Power BI, built KPI tracking, integrated various data sources, and offered actionable insights for executive decisions.

- Identified \$85K in potential revenue opportunities by analysing cross-selling and upselling patterns.
- Used regression techniques to forecast demand with 89% accuracy, cutting inventory costs by \$25,000.
- Built Power BI reports tracking 15+ KPIs, providing real-time insights into sales performance across regions.

- Analysed 3 years of historical sales data across 5 product categories to identify seasonal trends and anomalies.

#### WORK EXPERIENCE (CONT'D)

##### **Data Analyst | Project, Sales Data Analysis (Remote).**

**May 2023 - Jul 2023.**

Conducted sales analysis using regression and clustering techniques, created visualisations in Tableau and Power BI, built KPI tracking, integrated various data sources, and offered actionable insights for executive decisions.

- Created a clustering algorithm, finding 4 distinct customer segments, enabling targeted marketing campaigns.
- Developed 6 interactive Tableau dashboards visualising sales performance metrics for executive stakeholders.
- Integrated multiple data sources, plus CRM exports, inventory management systems, & website analytics, to create an analysis framework, enabling a roundabout view of sales performance & customer behaviour.

#### EDUCATION

- **BSc. Biochemistry** | University of Lagos (UNILAG), Nigeria.

**2025.**

#### PROFESSIONAL TRAINING & CERTIFICATION

- **Data Analysis and Visualization with Power BI** | Microsoft 2024.
- **Data Analysis with Python** | IBM 2023.
- **Data Visualization with Python** | IBM 2023.
- **Excel for Data Analysis** | IBM 2023.
- **Data Visualization and Dashboard with Excel and Cognos** | IBM 2023.
- **Python for Data Science, AI and Development** | IBM 2023.
- **Database and SQL for Data Science with Python** | IBM 2023.
- **Google Data Analytics Professional Certificate** | Google 2023.
- **Process Data from Dirty to Clean** | Google 2023.
- **Prepare Data for Exploration** | Google 2023.
- **Ask Questions to Make Data-Driven Decisions** | Google 2023.
- **Data Analysis with R Programming** | Google 2023.
- **Analyse Data to Answer Questions** | Google 2023.

#### AWARD & RECOGNITIONS

- **Best Data-Driven Project Award** | Trainer.

**2024.**