

Tobi Ogunmokun

Portfolio 2025

Summary

A results oriented analyst with expertise in strategy development, data analytics, and project management. Adept at identifying customer needs, translating them into actionable opportunities, and delivering insights that drive business growth. Proven experience in designing and executing research initiatives, collaborating with stakeholders, and refining customer-focused solutions from concept to completion.

Education

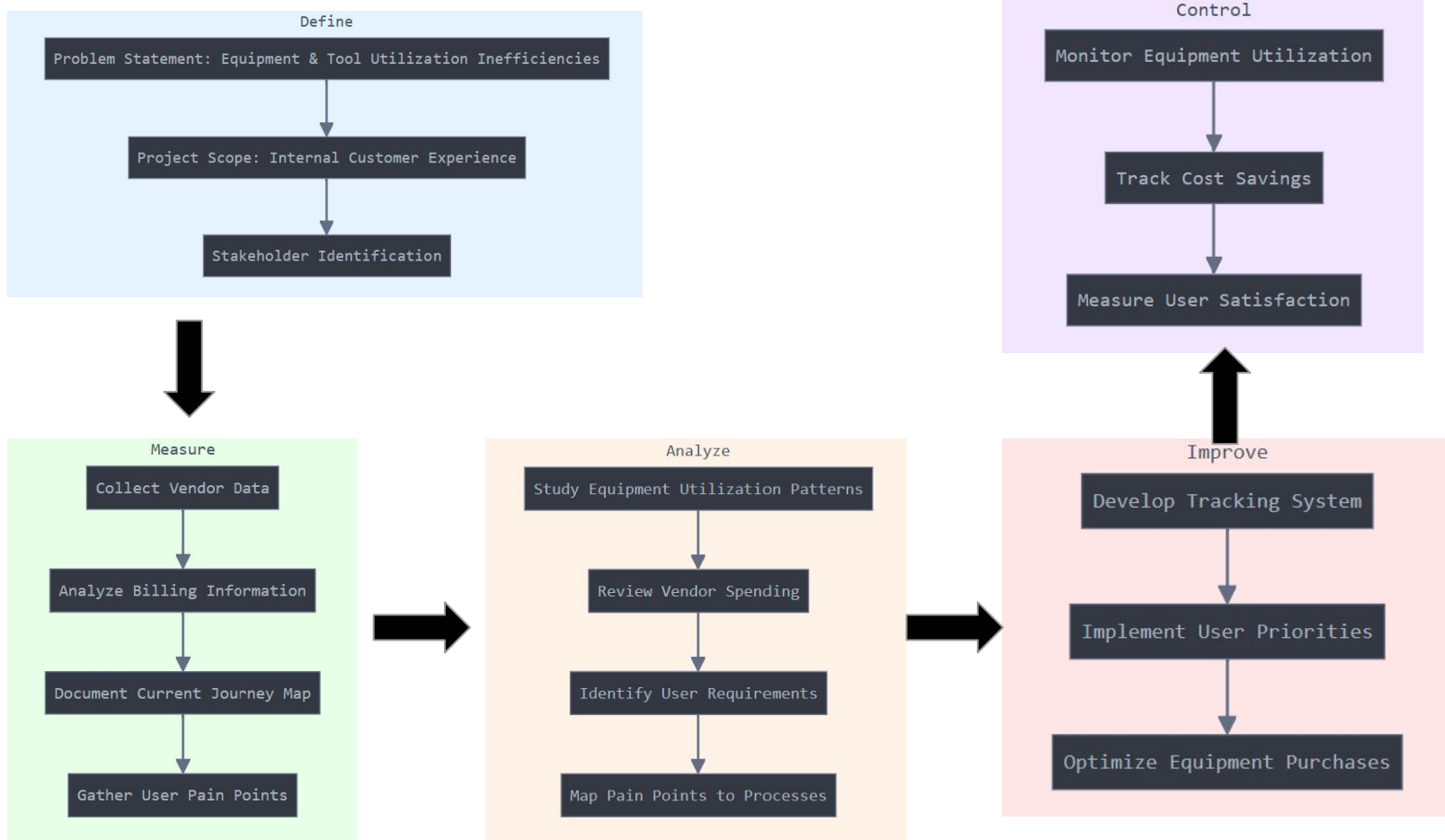
Bachelor of Science
Industrial & Systems Engineering

Customer Journey Mapping and Equipment Optimization (PAR Electrical Contractors)

Project Scope: Optimizing Internal Customer Experience through Data-Driven Insights

- **Context:** PAR faced inefficiencies in equipment utilization and spending, leading to delays and user dissatisfaction, impacting operational efficiency and resource allocation.
- **My Role:**
 - Conducted observational research and engaged with internal stakeholders to identify latent needs.
 - Developed a system to track equipment utilization patterns and vendor spending.
 - Increase satisfaction of system users by prioritizing what was important to them.
- **Methodology:**
 - Data collection from vendors and billing departments, combined with journey mapping to address pain points.
 - DMAIC- Define, Measure, Analyze, Improve, Control
- **Outcomes:**
 - Achieved a 10% reduction in unnecessary equipment purchases, improving availability and internal customer satisfaction.
 - Enhanced user satisfaction by reducing delays, simplifying access to tools, and addressing key concerns through prioritized improvements.

DMAIC

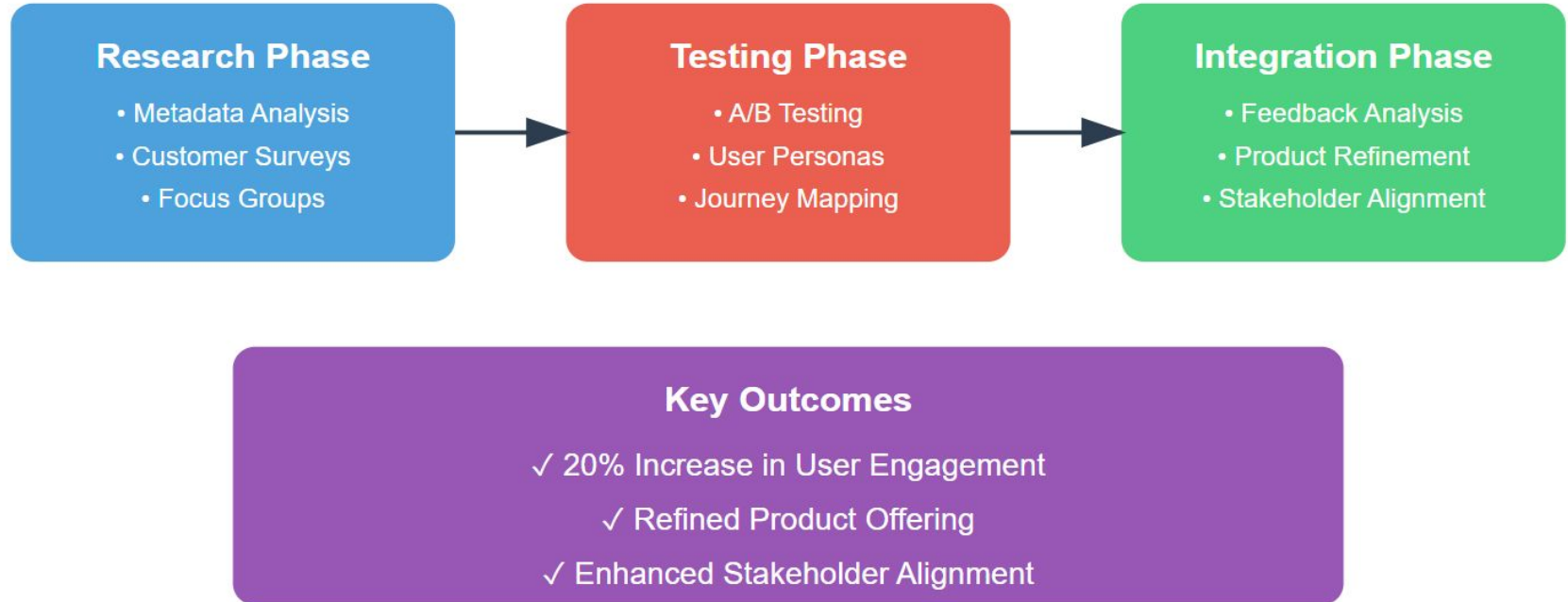


Concept Refinement for New Market Expansion (Salt Flats)

Project Title: Enhancing User Engagement for a Clothing Line Launch

- **Context:** Collaborated with a clothing company to increase engagement with their new product line.
Addressed challenges such as low initial engagement rates and unclear customer preferences.
- **My Role:**
 - Conducted end-to-end analysis of customer behavior using metadata to uncover actionable insights.
 - Designed A/B testing strategies informed by metadata analysis of user interactions.
 - Conducted surveys and focus groups to identify customer preferences.
 - Created user personas based on survey data, focus groups, and behavioral analysis.
- **Methodology:**
 - Research
 - Iterative testing using customer personas, journey maps, and wireframes.
 - Feedback Integration.
- **Outcomes:**
 - Enhanced alignment among stakeholders, ensuring a unified approach to customer engagement.
 - Boosted user engagement by 20% and refined the product offering based on insights.

Clothing Line Launch: User Engagement Enhancement



Project: Charging Forward: Crafting a Market Strategy for E-Scooter Charging Lockers (SaltFlats)

Context: Following New York City's **Electric Micromobility Policy**, which prohibits charging e-scooters inside buildings due to fire safety concerns, a startup developed a charging locker solution designed for outdoor installation near apartment buildings. Our team was tasked with crafting a market strategy to launch this innovative product effectively.

My Role:

- Conducted market analysis to identify target demographics and high-demand areas.
- Collaborated on pricing models and key messaging strategies.
- Used AnyLogic simulations to predict adoption rates and optimize rollout plans.
- Delivered a phased launch strategy aligned with customer needs and market trends.

Methodology:

- **Research:** Analyzed e-scooter ownership and apartment density in NYC, and surveyed potential users.
- **Simulation:** Modeled adoption rates based on pricing and neighborhood density.
- **Strategy Development:** Proposed tiered pricing and phased rollouts.

Outcomes:

- Projected 30% adoption within year one in high-demand areas.
- Delivered actionable, data-backed recommendations that supported investor alignment and market entry.

DESIGN THINKING FRAMEWORK - CHARGING LOCKER STRATEGY

