



Victor .O. Oseji

LAGOS, NIGERIA

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Data Analyst with over 6 years' experience in interpreting and analyzing data for driving business solutions. Proficient knowledge in statistics, analytics, and Machine Learning. Excellent understanding of business operations and analytics tools for effective analyzes of data.

Professional Skills

Programming Languages

R, PYTHON, JAVASCRIPT, DAX

Markup Languages

RMARKDOWN, MARKDOWN, QUARTO

Text Editors

SUBLIME TEXT, RSTUDIO

Microsoft Office

EXCEL, WORD, POWER POINT, OUTLOOK

Visualization

POWER BI, FLEXDASHBOARD, RSHINY

Work Experience

Imperial TM (Worldwide Healthcare Ltd)

Lagos, Nigeria

SENIOR BUSINESS DATA ANALYST

Apr 2021 -> Present

- LANGUAGE & TOOLS USED - R, Python, JavaScript, Rmarkdown, RShiny, Excel, Power Pivot, Power Point
- Provide expertise and translate the business needs to design, develop & deliver tools, metrics, reporting platforms, dashboards, and analytical models vital for tracking and managing the business.
- I conduct market research on competing companies and brands to elicit opportunities, product strength and advice management on possible courses of action using Sanisphere, Power point & R
- I work with executives and other business leaders to identify opportunities for improvement.
- Provide information on analytic results to business and functional leaders using visualizations to communicate data and metrics, including data maps, leveraging R-Shiny, Flexdashboard, Power BI etc.
- Use predictive modeling to identify opportunities for growth in the retail channel and optimize salesforce performance.
- I conduct detailed data analysis on data usage across business units to evaluate business processes and improve on/create new feature.
- Collaborate with Marketing, Sales, Operations, etc. to build scalable processes and metrics
- Performs various data analytics in R using statistical and Machine Learning models to provide actionable insight to aid decision.
- Oversees the activities of other analysts and ensure they are providing value to the business units attached.

Tolaram Group (Multipro Consumer Product Ltd)

Lagos, Nigeria

DATA ANALYST

Jun 2016 -> Mar 2021

- LANGUAGE & TOOLS USED - R, DAX, Rmarkdown, Power BI, Excel, Power Pivot, Power Point
- Work with stakeholders throughout the organization to identify opportunities for leveraging company's data to drive business solutions.
- Mine and analyze data from company databases to drive optimization and improvement of product development, marketing and sales techniques and business strategies
- Assess the effectiveness of data sources and data-gathering techniques and improve data collection methods.
- Use predictive modeling to increase and optimize salesforce performance, customer experiences, revenue generation and other business outcomes.
- Use data analysis, data visualization and predictive model to deliver critical business insights and drive decision making.
- Build algorithms and design experiments to merge, manage, interrogate and extract data to supply tailored reports to colleagues, customers or the wider organization using Power BI, Shiny Web App, Flexdashboard and R
- Coordinate with different functional teams to implement models and monitor outcomes.

Dealdey Ltd

BUSINESS INTELLIGENCE ANALYST

Lagos, Nigeria

Oct 2015 -> May 2016

- LANGUAGE & TOOLS USED - Rjmetrics, Datapine, Excel, Google Analytics
- Performed data query, extraction, compilation and reporting tasks using MySQL.
- Manage, update and manipulate reports orientation and structure with the use of RJMetrics, Datapine and Advanced Excel Functions.
- Develop KPI's and track performance against objectives for internal stakeholders using RJMetrics and Datapine BI softwares.
- Provide insight on assortment recommendations, support go-to-market strategy for new items, track item performance against targets.
- Leverage customer data/insights to educate and influence customer merchandising, assortment, pricing.
- Support Managers and Heads of departments to translate business requirements into coherent Business Intelligence (BI) reports.
- Analyze customer engagement and retention to drive purchase funnel improvements.

Dealdey Ltd

BUSINESS INTELLIGENCE ANALYST

Lagos, Nigeria

Aug 2014 -> Sep 2015

- LANGUAGE & TOOLS USED - Rjmetrics, Excel, Google Analytics
- Distill insights into potential merchandising and category marketing opportunities.
- Support category profitability improvement through providing fact-based and data-driven guidance to category managers in selecting vendors, brands and SKUs that result in increased sales and profit.
- Analyze reports daily to identify issues that impact in-stock/inventory.
- Review replenishment strategies with our suppliers to ensure that they meet our expectations on in-stock and inventory targets.
- Drive sales and inventory turnover to maximize profitability, coordinate and review merchandise assortments.
- Analyze merchandise sales, inventory and profitability.
- Managing inventory, planning and forecasting for high-growth, complex merchandise categories
- Ensure that assortment, price and availability are a "win-win" for customers and Dealdey.com
- Analyzing current business, historical results and market trends to proactively identify risks, opportunities, and creative solutions to maximize business results.
- During quarterly hindsight process, collaborate with buyers to identify key learnings around assortment, inventory composition, pricing and promotions and recommend actions to be taken in subsequent quarters
- Reviews product attribute to aid in product categorization.
- Evaluate cause for stock out and back orders in order to quantify store level opportunity.

Education

University of Lagos

MASTERS OF BUSINESS ADMINISTRATION

Akoka, Lagos

2018 -> 2020

- Merit

Nnamdi Azikiwe University

B.SC. PURE AND INDUSTRIAL CHEMISTRY

Awka, Anambra

2006 -> 2010

- Second Class Upper

Saint Finbarr's College

SECONDARY SCHOOL LEAVING CERTIFICATE (W.A.S.S.C.E)

Akoka, Lagos

1999 -> 2005

References

AVAILABLE ON REQUEST