

# ABDULKAREEM ADAM BABAJI

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Portfolio Website: [abdulkareembabaji.github.io](https://abdulkareembabaji.github.io)

## PROFESSIONAL SUMMARY

Results-driven professional with expertise in data analytics, web development, sales, and marketing. Proven ability to combine analytical insights with strategic business acumen to drive growth, improve efficiency, and enhance client satisfaction. Skilled in leveraging data visualization, CRM systems, and digital tools to support decision-making and deliver measurable impact across technical and business domains.

## KEY SKILLS & TECHNICAL PROFICIENCIES

- Data Analytics & Visualization (Python, SQL, Excel, Tableau)
- Machine Learning & A/B Testing (Python)
- Web Development (Python, Django, PHP, HTML, CSS)
- Sales Strategy, Client Relationship Management, Market Research
- CRM Systems & Reporting Tools
- Project Coordination, Team Collaboration, Deadline Management

## PROFESSIONAL EXPERIENCE

**Documentation and Sales Records Officer** — *Urban Shelter Limited, Kaduna (2024 – Present)*

- Design and improve data entry tools to enhance operational efficiency.
- Generates Excel-based performance reports and provides actionable insights.
- Conducts market analysis to support business development strategies.
- Identifies and resolves discrepancies in client payment and financial records.
- Responds to client inquiries and maintains accurate documentation.
- Oversee sales data entry, ensuring accuracy and real-time accessibility.

**Sales and Marketing Executive** — *Urban Shelter Limited, Kaduna (2021 – 2023)*

- Surpassed sales targets, contributing to significant revenue growth.
- Built and maintained strong client relationships, ensuring repeat business.
- Analyzed sales performance data to track KPIs and report progress.
- Collaborated with management to develop marketing and outreach strategies.

**Computer/Physics Teacher** — *MADIM School, Kaduna (2019 – 2021)*

- Delivered engaging lessons aligned with the national curriculum.
- Assessed student performance and implemented individualized improvement plans.
- Fostered an inclusive learning environment promoting academic excellence.

**NYSC – Computer Teacher** — *Government Day Secondary School, Funtua, Katsina State (2017 – 2018)*

- Designed and taught curriculum-based lessons to senior students.
- Implemented differentiated learning strategies for varied learning needs.

**S.I.W.E.S Intern (IT Support / Data Entry)** — *BATMIS Data Center, Ministry of Finance, Kaduna (2015)*

- Supported data management, documentation, and system maintenance.
- Assisted IT staff in troubleshooting and daily administrative operations.

**Virtual Work Experience – Data Analytics Intern** — *Deloitte Australia (Forage) (Feb 2025)*

- Developed interactive dashboards using Tableau and Excel.
- Applied data classification, analysis, and visualization techniques.
- Simulated real-world client deliverables and data-driven reports.

## EDUCATION

Masters in Information Technology (MIT) — 2024  
Nigerian Defence Academy (NDA PGS), Kaduna

B.Sc. in Computer Science (Second Class Lower Division) — 2016  
Ahmadu Bello University, Zaria

Senior Secondary Certificate Examination (SSCE) — 2013  
The Corinthians International School, Kaduna

First School Leaving Certificate (FSLC) — 2006  
Hanbells International School, Kaduna

## Certifications & Courses

Applied Data Science Lab – WorldQuant University — 2025

[Credly Badge](#)

*Completed an intensive applied data science program focused on real-world problem-solving using Python, machine learning, and data visualization.*

## ADDITIONAL INFORMATION

Hobbies & Interests: Reading, Travelling, Sightseeing, Gaming

Referees: Available upon request.