Data Analyst

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Skills

- Email Marketing
- Customer Experience
- Microsoft Office
- Social Media Marketing

- Lead Generation
- Digital Marketing
- SQL
- Power BI
- Tableau

Projects

BIKE SHARE ANALYSIS – Personal Project
Tools: Power BI, DAX, Power Query, Data Modelling

- Transformed 6M+ ride records into a decision-ready Power BI dashboard, enabling data-driven insight into rider behaviour and demand trends.
- Discovered clear weekday commuter patterns and weekend leisure surges through segmentation analysis, supporting fleet optimisation decisions.
- Built a star-schema data model and developed DAX KPIs to track ride volume, duration and utilisation performance across rider and bike segments.

NETFLIX CONTENT ANALYSIS – Virtual Client's Project
Tools: Power BI, DAX, Power Query, Data Modelling

- Designed and delivered an interactive Power BI dashboard analysing 6,000+ Netflix titles, uncovering genre performance and rating trends to support data-driven content insights.
- Built and optimized a star schema data model with advanced DAX measures, ensuring accurate KPI calculations and high-performance cross-filtering across visuals.
- Analysed historical release patterns and content distribution to identify shifts in Netflix's catalogue strategy, translating raw title-level data into executive-ready insights.

MARKETING PERFORMANCE DASHBOARD – Personal Project
Tools: Power BI, DAX, Data Modelling

- Identified a 35% year-on-year revenue decline by analysing traffic, conversion rate and profit trends, determining that reduced sessions, not conversion efficiency, was the primary performance driver.
- Designed and implemented a star-schema data model integrating sales, marketing cost and web session data, ensuring consistent KPI definitions and eliminating duplicate reporting across channels.
- Developed DAX measures using time intelligence (YoY, prior period comparison, dynamic filtering), automating executive performance tracking and reducing manual reporting effort.

Work Experience

Peer Tutor – Data Analytics – Ulster University, Birmingham   September 2024 – Present

- Delivered peer tutoring and knowledge sharing in data analysis & visualisation, supporting students on consultancy-style business performance evaluation projects.

- Applied advanced Excel skills for data cleaning & preparation, analysis, and insight generation using Pivot Tables, Pivot Charts, and business-focused formulas.
- Guided end-to-end analytical problem-solving, from defining business problems to interpreting results for decision-making.
- Supported the design and evaluation of Business Intelligence (BI) systems aligned with organisational performance objectives.
- Used Power BI to analyse data, build interactive dashboards, and visualise trends for management-level reporting.

MARKETING ANALYST – Freelance   August 2022 – September 2024
- Contributed actively to the ideation and development of impactful email marketing strategies, leveraging industry best practices and creative thinking.
- Demonstrated mastery in utilizing email marketing platforms such as Mailchimp, Getresponse.
- Collaborated with Product Managers to develop sales and technical materials, ensuring alignment with brand messaging and market trends.
- Coordinated and executed comprehensive marketing activities, both online and through social media channels, contributing to a 35% increase in brand visibility.

DIGITAL MARKETING ANALYST – Agusto & Co. Limited, Lagos   January 2021 – July 2022
- Employed digital marketing strategies to consistently generate high-quality leads and foster a robust sales pipeline monthly. Utilized data-driven insights to optimize lead generation efforts and drive sustainable business growth.
- Maintained and optimized e-commerce platforms, ensuring seamless functionality and an optimized user journey for heightened customer satisfaction. Utilized analytics to enhance online shopping experiences and maximize conversion rates.
- Led the planning and execution of digital multichannel campaigns across email and social media platforms.
- Utilized data analytics to identify and implement improvements, enhancing campaign effectiveness and optimizing audience engagement through targeted digital strategies.

BUSINESS SUPPORT ANALYST – Agusto Consulting Limited, Lagos   April 2016 – December 2020
- Supervised a dedicated group of training logistics/coordinators, fostering a collaborative and high-performance environment to ensure the smooth execution of training programs.
- Proactively resolved client complaints with accuracy and timeliness, reinforcing client satisfaction and loyalty.
- Applied persuasive communication and telemarketing techniques to foster lasting relationships with both potential and existing clients.
- Provided seamless logistics support for training and consulting engagements, orchestrating efficient and flawless execution. Undertook diverse administrative tasks with precision and attention to detail.

Education

MASTER OF SCIENCE – Ulster University – Birmingham, UK   October 2025
International Business with Data Analytics

BACHELOR OF SCIENCE IN BUSINESS – Babcock University – Ogun State, Nigeria   August 2012
Business Administration