

SKILLS

- Email Marketing
 - Excel
 - Social Media Marketing
 - Lead Generation
- Digital Marketing
 - SQL
 - Power BI
 - Tableau
 - N8n
- Azure AI Foundry
 - Claude Code
 - Visual Studio Code

PROJECTS

BIKE SHARE ANALYSIS

- Transformed 6M+ ride records into a structured star-schema model to enable scalable performance analysis.
- Built interactive dashboards tracking ride volume, duration, utilisation, and rider segmentation KPIs.
- Identified weekday commuter peaks and weekend leisure surges, supporting fleet allocation and demand planning decisions.
- Developed DAX measures for utilisation efficiency and time-based trend analysis, improving insight clarity for stakeholders.

NETFLIX CONTENT ANALYSIS

- Designed an interactive BI dashboard analysing 6,000+ titles to evaluate genre performance and rating distribution.
- Engineered a high-performance star schema model to enable cross-filtering and executive-level KPI tracking.
- Identified shifts in historical content release patterns, providing strategic insight into catalogue evolution.
- Automated dynamic performance measures using advanced DAX to enhance insight speed and usability.

MARKETING PERFORMANCE DASHBOARD

- Diagnosed a 35% year-on-year revenue decline by analysing traffic, profit, and conversion trends.
- Identified declining website traffic as the primary cause of a 35% revenue drop, confirming conversion rates remained stable.
- Integrated marketing cost, sales, and web session data into a unified star-schema model.
- Built time-intelligence DAX measures (YoY, prior period, dynamic filters), reducing manual reporting and improving executive visibility.

AI Agents & Agentic Workflow Development

Extending core analytics expertise into intelligent, tool-enabled systems designed to automate decision processes and enhance analytical workflows.

- Designing goal-driven AI agents capable of multi-step reasoning, memory handling, and task decomposition.
- Building structured agentic workflows that coordinate data sources, analytical tools, and feedback loops to execute complex objectives.
- Implementing orchestration patterns to improve system reliability, evaluation, and output consistency.
- Applying Model Context Protocol (MCP) to standardise tool integration and contextual data handling.
- Developing automation-driven agents to support analytical, reporting, and operational use cases.

PROFESSIONAL EXPERIENCE

PEER TUTOR – DATA ANALYTICS – Ulster University, Birmingham September 2024 – Present

- Delivered structured data analysis and visualisation support for consultancy-style student projects.
- Guided students from business problem definition through to insight generation and recommendation delivery.
- Applied Excel and Power BI to clean, model, and visualise data for performance evaluation scenarios.
- Supported Business Intelligence system design aligned with measurable organisational objectives.

MARKETING ANALYST – Freelance August 2022 – September 2024

- Analysed campaign performance metrics to optimise engagement and conversion across email and digital channels.
- Contributed to strategies that increased brand visibility by 35% through data-led targeting improvements.
- Built performance tracking reports to evaluate ROI across campaigns and channels.
- Collaborated with product teams to align messaging with data-driven market insights.

DIGITAL MARKETING ANALYST – Agosto & Co. Limited, Lagos January 2021 – July 2022

- Applied performance analytics to improve lead generation and optimise digital acquisition funnels.
- Monitored and enhanced e-commerce performance using behavioural and conversion metrics.
- Designed and evaluated multi-channel campaign performance dashboards to improve targeting effectiveness.
- Used data insights to refine audience segmentation and improve engagement quality.

BUSINESS SUPPORT ANALYST – Agosto Consulting Limited, Lagos April 2016 – December 2020

- Supervised training logistics operations, ensuring performance efficiency and delivery consistency.
- Resolved client issues using structured problem-solving approaches, improving satisfaction and retention.
- Supported consulting engagements with operational coordination and reporting oversight.

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