

## SKILLS

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

## PROJECTS

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### 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- Identified shifts in historical content release patterns, providing strategic insight into catalogue evolution.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

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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**

<b>BUSINESS INTELLIGENCE ANALYST</b> – Graywood Agency, London	ember 2024 – Present
<ul style="list-style-type: none"><li>• Built Power BI dashboards tracking pipelines, placements, time-to-hire, and revenue per placement.</li><li>• Analysed ATS and CRM data to identify recruitment funnel bottlenecks and improve placement efficiency.</li><li>• Automated KPI reporting on workforce demand, seasonal hiring trends, and client retention.</li><li>• Integrated multi-source data to ensure accurate monthly reporting and performance analysis.</li></ul>	
<b>MARKETING ANALYST</b> – Freelance	August 2022 – September 2024
<ul style="list-style-type: none"><li>• Analysed campaign performance metrics to optimise engagement and conversion across email and digital channels.</li><li>• Contributed to strategies that increased brand visibility by 35% through data-led targeting improvements.</li><li>• Built performance tracking reports to evaluate ROI across campaigns and channels.</li><li>• Collaborated with product teams to align messaging with data-driven market insights.</li></ul>	
<b>DIGITAL MARKETING ANALYST</b> – Agusto & Co. Limited, Lagos	January 2021 – July 2022
<ul style="list-style-type: none"><li>• Applied performance analytics to improve lead generation and optimise digital acquisition funnels.</li><li>• Monitored and enhanced e-commerce performance using behavioural and conversion metrics.</li><li>• Designed and evaluated multi-channel campaign performance dashboards to improve targeting effectiveness.</li><li>• Used data insights to refine audience segmentation and improve engagement quality.</li></ul>	
<b>BUSINESS SUPPORT ANALYST</b> – Agusto Consulting Limited, Lagos	April 2016 – December 2020
<ul style="list-style-type: none"><li>• Supervised training logistics operations, ensuring performance efficiency and delivery consistency.</li><li>• Resolved client issues using structured problem-solving approaches, improving satisfaction and retention.</li><li>• Supported consulting engagements with operational coordination and reporting oversight.</li></ul>	
<b>EDUCATION</b>	
<b>MASTER OF SCIENCE</b> – Ulster University – Birmingham, UK	October 2025
International Business with Data Analytics	
<b>BACHELOR OF SCIENCE IN BUSINESS</b> – Babcock University – Ogun State, Nigeria	August 2012
Business Administration	