

Babafemi Olayinka

Data Analyst

Location: GA | **Email:** olayinka.ob40@gmail.com | **Phone:** +1 (318) 402-9530

Professional Summary:

With over 8 years of experience as a data analyst, I have gained a solid grasp of data analysis, management, and visualization skills. I excel at utilizing data to inform business decisions, uncover valuable insights, and presenting complex data findings in a straightforward manner to stakeholders. Additionally, I am adept in working with various data analytics tools, programming languages, and data visualization software.

Here are some of my key skills and competencies:

- Skilled in SQL, Python, R, and various other programming languages.
- Adept at analyzing vast and intricate datasets and extracting valuable insights.
- Proficient in statistical analysis and modeling methodologies.
- Familiarity with Tableau, Power BI, and QlikView data visualization tools.
- Expert knowledge of Excel and data manipulation functions.
- Experience with Confluence/Jira, Informatica, CRM and SSRS tools.
- Excellent verbal and written communication skills.
- Ability to present intricate data findings in a clear and easy-to-understand manner.
- Strong critical thinking and problem-solving abilities.
- Experience in data cleansing, transformation, and normalization techniques.
- Proficiency in data modeling, database design, and knowledge of data warehousing and mining concepts.
- Experience in working with cloud-based data platforms like AWS and Azure.
- Familiarity with big data technologies such as Hadoop, Hive, and Spark.
- Sound understanding of machine learning algorithms and techniques.
- Competence in developing and managing data dashboards and reports.
- Experience with Agile and Scrum methodologies.
- Understanding of data privacy and security best practices, ability to work in a team environment, and strong attention to detail and data analysis accuracy are other key strengths of mine.

Skills:

Data Analysis:	Data Exploration, Data Cleaning & Preprocessing, Statistical Analysis, Hypothesis Testing, Time Series Analysis, Regression Analysis, Predictive Modeling
Data Visualization:	Data Visualization Best Practices, Data Storytelling, Dashboard Design, Visual Analytics, Tableau, Power BI, Excel Charts & Graphs
Data Management:	Data Warehousing, ETL (Extract, Transform, Load) Processes, Database Design, SQL, Data Governance, Data Quality Management
Business Analysis:	Requirements Gathering, Use Case Analysis, Business Process Modeling, Gap Analysis, Root Cause Analysis, SWOT Analysis
Programming Skills:	Python, Redgate, SQL, Visual Studio, Azure, Matlab, Excel VBA
Data Science:	Machine Learning, Deep Learning, Natural Language Processing (NLP), Sentiment Analysis, Text Mining, Data Mining

Education:

- **Bachelor of Science in Social Statistics and Demography,**
OBAFEMI AWOLOWO UNIVERSITY **2008**
-

Certification:

- **Data Analytics Certification** **2023**
 - **Tableau Data Analyst/Specialist Desktop Certification** **Nov 2022**
 - **MS Excel Data Analysis with Excel Pivot Tables** **Mar 2022**
 - **MS Excel Data Visualization, Excel Charts & Graphs** **Mar 2022**
 - **The Complete SQL Bootcamp 2022: Go from Zero to Hero** **Oct 2022**
-

Experience:

McKesson, Remote

Role: Data Analyst

Sep 2021 - Current

Responsibilities:

- By examining sales data for trends and growth opportunities, there was a 12% revenue surge recorded in Q4 2021.
- The development and upkeep of reports and dashboards to monitor KPIs across multiple business units contributed to a 25% enhancement in data
- Working together with diverse teams to comprehend their data requirements and devise strategies to reinforce their business goals.
- By utilizing machine learning techniques, making predictive models to anticipate sales and reduce inventory costs by 15%.
- Conducting an analysis to provide insight for business decision-making, including identifying customer churn rates and retention opportunities, to reduce churn rate by 10%.
- Improved data quality by identifying and solving issues that led to a 20% increase in data completeness and accuracy.
- Decreased data processing time by 30% through the development and maintenance of data pipelines to ensure that data was processed accurately and on time.
- Communicating data findings to stakeholders at all levels within the organization by producing data visualizations and presentations.
- Validating data findings and supporting business decisions through statistical analysis and hypothesis testing.
- Ensuring data infrastructure meets business requirements by working closely with IT teams.
- Contributing to data governance initiatives to ensure compliance, security, and privacy.
- Keeping abreast of emerging technologies and industry trends for data analysis and visualization.
- Instructing junior analysts and business users on data analysis techniques and tools.

Dell Technologies, Remote

Role: Data Analyst**Jul 2018 – Aug 2021****Responsibilities:**

- By scrutinizing customer data and detecting trends and patterns, the Q2 2019 customer satisfaction scores increased by 10%.
- The improvement of data accuracy was achieved by formulating and sustaining dashboards to monitor KPIs for various business units, leading to a 20% increase.
- To aid business objectives, cross-functional teams were collaborated with for comprehending their data requirements and developing relevant solutions.
- Foreseeing future sales using machine learning techniques through predictive models successfully rocketed the Q1 2020 sales by 15%.
- To support business decision-making, ad-hoc scrutinies addressing product performance and identifying scope for improvement resulted in a 25% reduction in product defects.
- Improving data completeness and accuracy by identifying and addressing quality issues, leading to a 30% enhancement.
- Reducing data processing time by 40% through the establishment of efficient data pipelines that ensure timely and accurate processing.
- Effectively communicating data insights to stakeholders across all levels of the organization through the creation of data visualizations and presentations.
- Validating data findings and supporting business decisions by conducting statistical analysis and hypothesis testing.
- Working closely with IT teams to ensure that data infrastructure is aligned with the business requirements.
- Engaging in data governance activities to guarantee the confidentiality, integrity, and compliance of data.
- Staying current on advancements and developments in analytics and visualization technologies within the field.
- Delivering instruction and mentorship to less experienced analysts and business personnel with regards to data analysis skills and software.

Community Health Resources, Remote**Role: Data Analyst****Jul 2015 – Jun 2018****Responsibilities:**

- Analyzed data after being sourced, profiled and validated to create staffing plan that was able to solve client business questions and lowered death ratio by 15% among patients.
- Implements new processes, documents processes, and improves upon pre existing processes.
- Present findings in the form of graphs, storytelling, dashboards to stakeholders to support insight derived from data analyzed.
- Identified and monitored weekly performance gaps within the data department through the creation of an automated (Visual Basic) Microsoft Excel model; findings show understaffing and overstaffing reduced by 5%.
- Work cross functionally with engineering and operations to improve data quality, validate data and design data collection processes.