KEHINDE YUNUS ADEDIRAN

DATA / RESEARCH & WEB ANALYST

☎ +234 7068756254
✆ +234 8179294694
✉ adedirankehinde@yahoo.com
in linkedin.com/in/
adedirankehindey/
⦿ Egbeda, Lagos, Nigeria

CAREER OBJECTIVE

A passionate and experienced data and business analyst with knowledge for Data Cleansing, Reporting, Data analysis, Process validation. To leverage my experience and skills to succeed in a stimulating and challenging environment, with my proven history of demonstrated productivity, teamwork and communication. Detail-oriented in brainstorming, problem-solving and outstanding creative presentation.

WORK HISTORY

Sales & Marketing
JUL 2019 – PRESENT   Winners Golden Group
Industry Sector: Gaming and Gambling

- I serve as the Area manager for all company's products and agents under my area of operations.
- I periodically conduct the performance data analytics on my expected monthly and quarterly sales growth progression for all company's agents under my area of operations.
- I track, Monitor and visualize the KPIs for weekly, monthly and quarterly reports across all my existing agents under my coverage of operations
- I extracted and interpreted data patterns to translate findings into actionable outcomes.

Skills: KPI Dashboards · Product Marketing · Market Research · Microsoft Excel · Power BI

Data & Research Analyst
APRIL 2020 - AUGUST 2021 Isles of Contents Ltd
Industry Sector: Gaming and Gambling

- I ensure the cleansing of raw data before being processed for visualization.
- I periodically conduct the performance data analytics on my expected monthly and quarterly sales growth progression for several medium/small scaled business.
- I created, track and visualize the KPIs for several projects as a team.
- I ensure the cleansing of raw data before being processed for visualization.
- I periodically conduct the performance data analytics on my expected monthly and quarterly sales growth progression for several medium/small scaled business.
- I created, track and visualize the KPIs for several projects as a team.

Skills: Microsoft Power BI · Tableau · Data Analysis

Web Analytics E-Commerce Manager
MAR 2017 - APR 2019   Mourouk Ebony Hotel

Industry Sector: Tourism & Hospitality

- Helped managed and maintained all registered OTAs extranet for the Hotel (Expedia, Agoda, Booking.com, TripAdvisor etc.)
- Maintenance and customer support on all our Social Media websites and provided all analytics feedback gathered using several KPI web based tools .
- I constantly monitored the hotel Search Engine Optimization and Web Analytics Independently; ranging from guest visit counts to the website page ranking amongst others.
- I embarked on several E-Marketing and campaigns
- I designed a web based booking system and online digital brochure/catalogue to enhance potential guest reservations.

Skills: OTA Reservation Management · Digital Marketing · Market Research · Sales & Marketing · Software Development · Databases · Project Management · Web Analytics · Search Engine Optimization (SEO)

EDUCATION AND TRAINING

OCT 2022   Business Intelligence & Data Analyst(BIDA)
Corporate Finance Institute® (CFI)

AUG 2013 (BSc), Information Technology & Business Information Systems
Middlesex University

OCT 2011   Advanced Diploma in Software Engineering (ADSE)
APTECH Computer Education

SKILLS

DATA ANALYTICS / TECHNICAL SKILLS

- Data formatting, Data profiling
- Intensive MS Excel knowledge (including pivot tables, VLOOKUP, Index-match, IF/IFS statement)
- Visualization software/ tools such as Power BI, Tableau
- Querying databases using PostgreSQL, MS SQL (Basic Knowledge)
- Data validation and visualization
- Data analysis, visualization & dashboard
- Dax formula on Power BI and

SOFT SKILLS

- Experience in- and understanding of analytical processes and best practice
- Critical thinking and innovative process.
- Teamwork and collaboration
- Effective Leadership and management skills.
- Time management and decision making.
- Technical reports writing
- Creative thinking.

- Analytical skill and problem-solving skills.
- Effective decision making

- Data cleaning, transforming and modeling
- Data exploration and structuring
- Business intelligence reporting
- Data validation

JOB - RELATED SKILLS

- Data analysis, visualization & dashboard

- Database design and management

- Data mining and data quality assurance

- Statistics and probability

- Pattern and trend identification

- Problem solving and

COMMUNICATION SKILLS

- Excellent communication skills gained through language of instruction from education and work experiences
  (Oral and written)
- Interpersonal communication skills (Self- motivated, Cross-cultural interactions)

LANGUAGE PROFICIENCY

LANGUAGE	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1/C2	C1/C2	C1/C2	B1/B2	C1/C2
Yoruba	B1/B2	C1/C2	B1/B2	C1/C2	B2/C1

CERTIFICATION
- OCT 2022 | Certificate of completion from CFI on Business Intelligence & Data Analyst(BIDA)
- JUL 2022 | Certificate of completion from Data Camp on Data Visualization for Everyone
- APR 2021 | Certificate of completion from LinkedIn Learning on Google Analytics
- JAN 2021 | Certificate of achievement, Jobberman Accelerated Soft Skills Training

HOBBIES:
Movies, Internet surfing, playing video games

REFEREES: Available on request