SAMAD DERE BABATUNDE
Toronto, Ontario
+1 (437) 860–0407| deresamad@gmail.com
https://www.linkedin.com/in/samad-dere001

Professional Summary

Detail-oriented and meticulous Data Analyst with extensive experience in collecting, organizing, reviewing, and interpreting various types of statistical figures to identify key business insights. Has significant expertise in analysing data and presenting the results in clear visualisations to promote strategic business interactions and boost exceptional commercial performance. Bringing valuable industry experience coupled with a passion for exploring how data analysis impacts business development. Skilled in the use of Excel, SQL, Power BI, Tableau and Python amongst others.

Technical Proficiencies

- **Data Collection & Analysis**: Excel, VBA, SQL, Python, Power Query, Direct Query, DAX, Power Platform
- **Data Visualisation**: Power BI, Tableau
- **Database**: MS SQL, MS Access, Oracle DB, Mongo DB, Dataverse.
- **ETL Tools**: SSIS, Python
- **Collaboration Tools**: Jira, Visual Studio Code, Azure Data Studio

Skills Highlight

- Exceptional technical and problem-solving ability; able to identify business needs and proffer workable solutions.
- Excellent written and verbal communication skills; able to present data in a professional, clear, concise, and organized manner.
- Superior team building and people management skills, with a remarkable ability to collaborate with cross-functional teams and build positive rapport with internal and external stakeholders.
- Strong project management and organizational skills; capable of planning, driving and coordinating the execution of projects accurately and completely, within defined timelines.
- Impressive ability to leverage technology and digital tools to drive performance and boost productivity.
- Self-motivated and result-oriented professional with exceptional work ethics and a sustained passion to aim higher and develop new skills.

Professional Experience

Amdari

Data Analyst Consultant   Nov 2025 – Present

- Developed and managed end-to-end Power BI solutions across Finance, Logistics, and Supply Chain departments, utilizing advanced DAX and complex data modelling to drive operational visibility
- Optimized logistics and transportation tracking by building dashboards to monitor carrier performance, transit lead times, and shipping costs, enabling data-driven decisions on route optimization.
- Automated financial data preparation by integrating flat files (Oracle ERP and EDW extracts) into Power BI using Power Query, significantly reducing manual effort and error rates by 10%
- Collaborated cross-functionally with FP&A, Commercial Finance, and IT teams to define requirements and deliver insights that support executive decision-making.
- Enabled dual-currency reporting (EUR and USD) post-acquisition by Quest Diagnostics, introducing FX conversion logic into key dashboards and reports.
- Developed and documented data workflows, transformations, and business rules to ensure long-term scalability and audit-readiness of reporting processes.

Upwork

Freelance Data Analyst   Jan 2025 – Nov 2025

- Delivered bespoke end-to-end analytics solutions for a diverse global client base, specializing in the automation of complex business processes using Python, VBA, and Power BI.
- Designed and developed custom dashboards for clients and stakeholders to enhance user experience and decision-making with instantaneous visibility into critical KPIs and operational health.

- Engineered automated ETL workflows using Python, SQL, and SSIS to consolidate disparate data streams into centralized databases, reducing manual reporting overhead by an average of 15%
- Led market performance analysis for Canadian sales and marketing activities; synthesized complex datasets to identify growth opportunities and competitive threats, presenting findings directly to Clients
- Developed custom Python scripts for data cleaning and predictive trend analysis, enabling clients to forecast consumer demand and sales volumes with higher precision.
- Collaborated with cross-functional teams to integrate Microsoft Power Platform tools (Power Apps/Power Automate), streamlining data entry and accessibility across organizational silos.

DotCircle Labs
Junior Business Intelligence Analyst   Nov 2023 – Nov 2024
- Spearheaded the automation of report development and other business processes using Excel, VBA and Python.
- Created and managed monthly executive reports outlining the impact of marketing and medical sales activities on performance as well as key drivers of threats and opportunities using Excel, SQL and Power BI.
- Identified, analysed, and interpreted trends in complex data sets to generate insights from customer data and market research across the region using SQL and Power BI, to determine consumer demand, potential sales volumes and effect of competitors' operations on business.
- Facilitated data-based presentations on consumer behaviour to senior management and advised on business development strategies backed by analysis and investigation.
- Consolidated data from disparate sources into a database using Python, SQL and SSIS.
- Spearheaded Product & App Analytics initiatives using Tableau to visualize user journey maps, identifying high-drop-off points in the user conversion funnel

Data Jedi
Data Analyst Intern   May 2022 – May 2023

- Developed monthly performance reports under management supervision, pinpointing key threats in sales activities that allowed the team to pivot marketing spend and mitigate potential revenue loss.
- Reported directly to the Lead Data Scientist to analyze market performance using SQL and Power BI, delivering insights that identified specific growth opportunities in underperforming regional markets.
- Applied consumer product safety regulatory rules to health datasets sourced from third-party organizations, ensuring all clinical reporting remained 100% compliant with industry safety standards.
- Partnered with the Product Lead to map user journeys in Tableau, identifying high-friction drop-off points that led to a 15% improvement in user sign-up completion.
- Extracted data from SQL Server to audit business processes, resulting in the creation of Standard Operating Procedures (SOPs) that streamlined data onboarding for the wider team.
- Collaborated with Marketing Leads to validate and forecast sales data, providing recommendations on promotional timing that increased overall project profitability.

Education and Training
- **Diploma, Computer Programming –** Humber College, Etobicoke   2025
- **Bachelor of Engineering, Electrical & Electronics Engineering –** Federal University of Technology ,Akure   2023

Languages
- **English**   Fluent
- **French**   Intermediate