

# Laolu Ibrahim

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## PROFILE

Business Analyst with expertise in Python, SQL, and Power BI, skilled at transforming raw data into actionable insights. Led initiatives that improved data integrity, reduced monthly reporting time, and drove 110% revenue growth through targeted customer segmentation. Currently advancing knowledge in Business Analytics to unlock new growth opportunities.

## SKILLS

**Programming & Dev:** Python (Pandas, NumPy, Scikit-learn, TensorFlow), R, SQL, Git, Streamlit, Anvil. |

**BI & Visualization:** Power BI, BigQuery, Excel. |

**Specialties:** NLP, PWA development, Product Development, Data-Driven Decision-Making.

## EDUCATION

**Cambrian College**, Sudbury, Canada.

*Postgraduate Diploma, Business Analytics.*

2025 – 2026 (Expected).

**University of Pittsburgh**, Pennsylvania, USA.

*M.A., Public & International Affairs.*

2012 – 2014.

## WORK EXPERIENCE

**Speakeasi** — *Product Manager.*

Oct 2024 – Present | Remote.

- Drive the full lifecycle development of ‘Ace-It,’ an AI-driven interview simulator leveraging NLP to enhance user interview proficiency.
- Integrate OpenAI models via API calls, proper JSON schema and prompt engineering to develop a custom scoring engine providing real-time, AI-driven feedback to users.
- Spearhead backend logic and analytics, optimizing storage space by leveraging Python dictionaries to build robust databases.
- Optimize data retention and automate data entry in Google Sheets by integrating open-source tools (Streamlit, Anvil), significantly reducing manual effort and server costs.

**KiaKia Finance** — *Operations & B.I. Lead.*

May 2019 – Sep 2024 | Remote.

- Visualized key end-user data with Power BI and Excel, providing critical insights for strategic direction and cutting monthly reporting time by 10+ hours.
- Leveraged k-means clustering to analyze customer data, pinpointing 10+ target segments for KiaKia Invest, which generated \$500K in new revenue.
- Engineered an SQL and Python-based data pipeline to aggregate and validate data from over twenty sources, improving data integrity and enhancing the reliability of information used for product decision-making.
- Improved user retention by 40% by identifying drop-off points in the user journey and developed succinct prompt screens to tackle pain points.

**KiaKia Finance** — *Trade Desk Associate.*

Jan 2018 – Apr 2019 | Lagos, Nigeria.

- Led product launch initiatives in a startup environment, managing cross-functional teams to meet critical deadlines.
- Scoped and prioritized 20+ product initiatives through comprehensive market research, resulting in a 20% increase in revenue.
- Proactively utilized predictive forecasting for currency management, achieving 100% client purchase request fulfillment within a 15-minute average.
- Designed an Account Statements retrieval model that helped stakeholders track expenses, revenue, and profit.

**The Green Institute** — *Research Consultant.*

Apr 2015 – Dec 2017 | Ondo, Nigeria.

- Drove the success of strategic flagship events by mobilizing key partnerships and effectively managing significant budgets (e.g., World Sustainability Conference).
- Leveraged organizational skills to evaluate 20+ research proposals, facilitating the on-time release of the Institute's annual Journal.

## PROJECTS

**Kaawe**

July 2025 - Present

Developed an open-source learning platform that helps children improve reading and comprehension skills. The app features an interactive dashboard for tracking progress over time and monitoring learning patterns. Designed a custom scoring algorithm using Python and API integrations to evaluate children’s reading fluency and comprehension accuracy, providing real-time feedback to educators and learners.

## COMMUNITY INVOLVEMENT

Pi Sigma Alpha. | Rotary Club. | Vice President- The Green Institute.