

# David Ezieshi

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## PROFESSIONAL SUMMARY

Business / Systems Analyst with dual postgraduate training in Information Systems & Business Analysis and Digital Marketing. Combines SQL-based analytics, process documentation, and stakeholder communication to deliver measurable outcomes. Track record of exceeding targets by 25%, reducing reporting cycles by 40%, and building frameworks that support risk-aware decision-making across financial services, technology, and media.

## HIGHLIGHT OF QUALIFICATIONS

- Authored BRDs, FRDs, PDDs, User Stories Process Maps and UAT documentation aligned with BABOK v3 standards, translating stakeholder requirements into actionable technical specifications for cross-functional implementation teams
- Designed SQL-based fraud detection and anomaly monitoring systems using window functions and risk scoring to flag high-priority transactions for audit escalation
- Built interactive Tableau and Power BI dashboards that reduced reporting cycles by 40%, enabling executives to identify revenue trends, SLA breaches, and operational bottlenecks in real-time
- Led process improvement initiatives resulting in 15-25% efficiency gains through workflow automation, root-cause analysis, and structured documentation of operational controls

## CORE SKILLS & TOOLS

- **Business Analysis:** Requirements Elicitation, BRD/FRD Documentation, Process Mapping (BPMN/UML), Stakeholder Management, Gap Analysis, Root-Cause Analysis, User Acceptance Testing, Regression Testing, Change Management
- **Data & Analytics:** SQL (PostgreSQL, BigQuery), Python (pandas, NumPy), Statistical Analysis, Data Visualization, KPI Development, ETL, Data Validation, Predictive Modeling, API data consumption, Tableau, Power BI, Excel (Power Query, VBA, PivotTables),
- **Technical Tools:** Jira, Confluence (documentation & collaboration), ServiceNow, Power Automate, SharePoint, UiPath
- **Methodologies:** SDLC, Agile (Scrum, Kanban), Waterfall, Hybrid, Sprint Planning, Backlog Management
- **Communication:** Technical Writing, Stakeholder Presentations, Cross-Functional Coordination, Executive Reporting

## PROFESSIONAL EXPERIENCE

### Ralph Lauren - Brand Ambassador (Operations Support) | Vaughan, ON

Apr 2024 - Present

- Analyzed POS data to identify cross-selling opportunities, increasing average transaction value by 10%
- Exceeded monthly sales targets by 25% for 8 consecutive months through structured needs assessment
- Identified 3 service bottlenecks via customer feedback analysis, improving satisfaction scores to 95%

### Canadian Tire Financial Services - Sales Consultant | Toronto, ON

Dec 2023 - Mar 2024

- Conducted needs assessments for 20+ customers weekly, achieving 85% product acceptance rate
- Processed credit applications with documentation verification and compliance validation
- Identified recurring data quality issues and escalated patterns to reduce processing delays

### Kaftan TV - Reporter & Programme Coordinator | Lagos, Nigeria

Apr 2021 - Aug 2022

- Led 5-month pilot production managing scope, scheduling, and feasibility assessment
- Streamlined editorial workflows, improving operational reliability by 25%
- Coordinated daily broadcast operations across technical and production crews under strict deadlines, ensuring seamless transmission

## RELEVANT PROJECTS

### FRAUD DETECTION & TRANSACTION MONITORING SYSTEM | SQL, Analytics

- Developed merchant risk assessment logic aggregating transaction patterns, flagging concentration risks and unusual activity for audit escalation
- Built pipeline with CTEs and window functions to detect anomalies, calculate risk scores, and generate prioritized alerts
- Created daily alert feed with composite risk scores and human-readable reason codes, enabling prioritized investigation workflows

### CUSTOMER SUPPORT SLA OPTIMIZATION | PYTHON, SQL, TABLEAU

- Analyzed 50,000+ support interactions to identify SLA breach patterns and prioritization strategies for operational improvement.
- Performed exploratory data analysis to uncover temporal patterns, channel dependencies, and agent workload distributions affecting resolution times.
- Simulated intervention strategies ("Sniper" targeted fixes vs. "Nuke" policy overhauls) to quantify potential SLA improvement and resource trade-offs.

### MOVIE INDUSTRY ANALYSIS & ETL PIPELINE | PYTHON, SQL, TABLEAU

- Conducted end-to-end analysis of movie industry dataset to extract business insights on profitability drivers and market dynamics.
- Cleaned and transformed messy source data using Tableau Prep, implementing join logic, aggregations, quality checks and data migration validation
- Performed funnel analysis (investment-to-profitability) identifying conversion bottlenecks and revenue optimization opportunities

### BUSINESS REQUIREMENTS DOCUMENTATION PORTFOLIO | BABOK v3, BRD/FRD

- Authored comprehensive business analysis documentation for simulated enterprise initiatives aligned with IIBA standards.
- Created process maps (BPMN), DOWNTIME waste analysis, low-fidelity wireframes, and traceability matrices linking requirements to business objectives
- Produced UAT test cases, issue logs, and sign-off documentation ensuring structured validation and governance compliance

## EDUCATION/ CERTIFICATION

### George Brown College - Toronto, ON

- Postgraduate Certificate, Information Systems & Business Analysis (CGPA: 3.8/4)  
Dean's list (Spring 2025 Semester); CGPA: 3.8/4, Honors Graduate
- Postgraduate Certificate, Marketing Management – Digital Media  
Dean's list (Winter & Fall Semester); CGPA: 3.7/4, Honors Graduate

May 2025 - Apr 2026

Aug 2023 - Sept 2024

### Mountain Top University - Ogun State, Nigeria

Jun 2017 - Sept 2021

- B.Sc., Mass Communication | Second Class Upper (CGPA: 4.2/5)

### Entry Certificate in Business Analysis (ECBA) – (IIBA)

Expected: Jan 2026