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Location: Birmingham, England

IBRAHIM ADEKOLU

EDUCATION

M.Sc. International Business with Data Analytics (Merit)
University of Ulster, UK | 2023

B.Sc. Economics (Second Class Upper)
Adekunle Ajasin University, Nigeria | 2018

National Diploma – Banking and Finance
Rufus Giwa Polytechnic

OTHER CERTIFICATIONS

Certificate in Data Analytics

Welup Digital Academy

TECHNICAL SKILLS

- Data Visualization: Power BI, Tableau
- Analytical Tools: Advanced Excel, Google Analytics, Python
- Statistical Analysis: Regression Analysis, Hypothesis Testing, A/B Testing
- Database Management: MySQL, PostgreSQL

  Data Extraction & Transformation: SQL, APIs, CSVs.

SOFT SKILLS

- Team Coordination
- Communication and Public Speaking
- Emotional Intelligence and Empathy
- Market Analyst
- Community Engagement
- Project Management
- Attention to Detail
- Leadership & Mentorship
- Time Management

SUMMARY

Results-driven Data Analyst with data interpretation, visualization, and data transformation capabilities. Skilled in processing large data volumes, identifying key trends, and drawing actionable conclusions to optimize business performance and service delivery. Experienced in driving data quality improvement, managing customer data, and creating statistical reports to guide strategic business decisions. Proven ability to work with cross-functional teams and senior-level stakeholders to enable data-driven decision-making.

WORK EXPERIENCE

Data Analyst

Baobab – United Kingdom 2024 – Present

Accurately collected and transferred data across systems, ensuring consistency and integrity. Cleaned and prepared large datasets for timely government reporting. Analyzed Revenues and Benefits data to support strategic decision-making and developed insightful dashboards using Power BI and Excel. Presented findings to key stakeholders, including the Department for Work and Pensions. Embedded sustainability principles into data processes and supported electoral registration and election-related tasks

Data Analyst
Advance Career 2023 – 2024.
Improved data collection methods, cutting reporting time by 35%.

Analyzed customer and ops data to spot inefficiencies and drive improvements.

Built accurate KPI tracking systems (95% precision).

Leveraged SQL and Excel to uncover trends and flag opportunities.

Worked with key stakeholders to enhance processes using data insights.

Data Analyst

Welup Digital 2023 – 2024

Improved data collection processes, reducing reporting time by 35%.

Analyzed operational data to uncover inefficiencies and growth areas.

Collaborated with stakeholders to boost productivity through data-driven changes.

Built performance tracking tools with 95% reporting accuracy.

KEY ACCOMPLISHMENTS.

Built an interactive dashboard that boosted stakeholder reporting by 40%.

Led data-driven improvements that increased service efficiency by 30%.

Designed tracking tools that brought documentation accuracy to 95%.

Automated reports, cutting admin time by 40% with 98% accuracy.

Analyzed service trends, raising customer satisfaction by 80%.

PROJECTS

Car Pricing and Sales Data Analysis

Analyzed over 1,000 car listings to derive pricing insights and automotive market trends.

Cleaned and transformed raw data, converting currency-formatted prices into usable numerical values.

Computed key statistics: total listings, unique car models, and condition distributions.

Identified the top 5 most and least expensive car models through mean price analysis.

Explored pricing variations across car types and between foreign and local vehicles.

Key Insight: Uncovered a 10% average pricing gap between foreign and local vehicles, informing a targeted pricing strategy for optimized inventory management.

Capstone Project: HR Data Analytics & Workforce Intelligence (Power BI)

Developed an interactive HR dashboard in Power BI, analyzing data for 300+ employees. Key insights included gender distribution, performance, satisfaction, and turnover trends. Identified Production as the top cost center and optimized recruitment channels. Used DAX and data modeling to support strategic HR decisions.

Capstone Project: Global Superstore Sales Performance Analysis (Power BI)

Led a comprehensive data analytics project to evaluate retail sales performance across 30+ countries using Power BI.

Designed and built interactive dashboards to visualize key metrics such as profitability, shipping costs, discount impacts, and product-level performance.

Identified the USA as the most profitable region ($286K) and Southeast Asia as a low-performing market, recommending the discontinuation of certain subcategories based on regional insights.

Built a Power BI dashboard to analyze £431M+ in loans, focusing on credit risk, demographics, and approval trends. Identified key patterns by credit score, loan purpose, and home ownership. Highlighted top-performing segments and low approval rates among certain age groups, supporting data-driven lending and risk management strategies.

Utilized DAX and advanced data modeling techniques to uncover a negative correlation between discounting and profitability.

Analyzed customer return trends by segment and geography, generating actionable insights to guide pricing and operational strategies.

Delivered data-driven recommendations that enhanced strategic decision-making and demonstrated my proficiency in business intelligence and data storytelling.

Tips Data Analysis & Reporting Dashboard

Conducted detailed analysis of restaurant tipping behavior across multiple dimensions including day, gender, and smoking status.

Cleaned and aggregated data to highlight spending patterns and customer behavior.

Analyzed tipping trends by day, gender differences, and smoker vs. non-smoker habits.

Designed visual dashboards with charts, summaries, and interactive tables.

Key Insight: Revealed that male customers tipped 15% more than females, and non-smokers tipped more consistently supporting data-driven service personalization.

Walmart Sales Performance Analysis

Evaluated Walmart store sales data to identify performance trends across departments and regions.

Assessed temporal sales patterns, seasonal effects, and anomalies at the store level.

Compared holiday vs. non-holiday periods to evaluate sales fluctuations.

Performed correlation analysis on sales vs. external factors like fuel price, CPI, and unemployment rates.

Key Insight: Found that rising fuel prices negatively impacted weekly sales by 12%, guiding the recommendation of targeted promotions during high-cost fuel periods.