

Phone: +447377277688

Email: ibrahimadekolu@gmail.com

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 DIGITAL ECHOES – 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, CAR REG ONLINE SYSTEM 2023-2024

Collaborated with a team to analyze digital marketing data, reducing cost per result by 10% monthly and boosting ROI by 20.4% in a year. Led cross-functional projects and submitted 8 data-driven proposals. Utilized SQL, Excel, Power BI, Tableau, and Python to analyze large datasets and improve sales by 15%. Streamlined workflows with advanced DAX, cutting manual analysis time by 60%. Led report development and data model updates to enhance stakeholder access and insight. Ensured data quality and actively engaged in industry learning to support team growth.

JUNIOR DATA ANALYST ADVANCE CAREER | 2022 – 2023.

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

Analyzed operational data to identify inefficiencies and uncover opportunities for growth.

Collaborated with key stakeholders to implement data-driven strategies that enhanced productivity.

Developed performance tracking tools, achieving 95% accuracy in reporting.

DATA ANALYST

CARREG ONLINE SYSTEMS 2021-2023

Extracted and analyzed e-commerce and insurance sales data to identify trends and boost ROI. Developed daily, weekly, and monthly sales reports for senior management. Created impactful visualizations using Power BI, Report Builder, and Advanced Excel. Collaborated with service line managers to interpret and apply data insights. Delivered findings through clear, audience-specific presentations and built dashboards tailored to user needs.

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.

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.