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## PROFESSIONAL SUMMARY

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In my role as a data analyst with extensive experience, I have demonstrated a consistent ability to drive business success through data-driven insights and strategic decision-making. By combining my technical expertise in data analytics and machine learning with effective team management, I have successfully mentored and guided multiple teams in the development of custom dashboards for comprehensive business performance review, conducting data analytics to extract valuable insights, and building predictive models using machine learning algorithms for diverse use cases.

### Key Skills:

- Data visualization and insight generation (Microsoft Power BI, Excel)
- Data Extraction and Feature engineering (Python, SQL)
- Building predictive models (Machine learning & Deep Neural Networks)

### Past Projects

- Developed an Explainable AI model for stock market prediction, utilizing three distinct algorithms: LSTM, GRU, and a Voting Regressor ensemble. The ensemble incorporated four component models, namely XGBOOST, LIGHTGBM, SVM, and Gaussian Process Regressor. SHAP was harnessed to offer valuable insights into the features exerting the most significant influence on prediction outcomes.
- Constructed a Convolutional Neural Network (CNN)-based image recognition model designed for automatic analysis of customer feedback and sentiment data conveyed through emojis, providing companies with enhanced insights.
- Analyzing 3-year customer transaction data across the bank's digital channels (~120GB) using SQL and Python. By identifying key insights from this analysis and implementing them through a marketing campaign, I was able to achieve an 87% increase in transaction volume and a 45% increase in revenue within four months.
- Created an interactive real-time product management dashboard for the Digital Channels department, covering Mobile banking, USSD and Internet banking. This dashboard incorporated key performance metrics such as average revenue per user, total customer base vs active rate, transaction count and value, top 5 profitable products by customer segment and region, and failure rate. I used Microsoft Power BI for trend analysis and visualization, and SQL for data extraction.
- Developed different customer archetypes from the analysis of the mobile app customer base, which was used as the basis for targeted marketing campaigns in July 2021. These campaigns led to an upswing in the active rate of the channel from 35% to 70% within six months.
- Reduced churn rate and call abandon rate by over 50% at the contact center by analyzing data on call arrival patterns to detect trends (peak and off-peak cycles) and predict manning requirements. This led to more efficient human resource deployment, increased availability, and an overall improvement in customer satisfaction ratings of the unit.
- Managing a transformation project that moved the consumer lending business and portfolio (including Personal Loan, Auto Loan, and Mortgage Loan) from a traditional ink and paper approach

to a customer-friendly end-to-end digital lending platform, leveraging Artificial Intelligence and Robotic Process Automation tools.

## EDUCATION

- **Master of Science Data Analytics**, Strathclyde Business School (*in view*) Sep 2023
- **Master of Business Administration**, Lagos Business School Jul 2019
- **HND in Electrical Engineering**, Yaba College of Technology, Lagos Dec 2002

## PROFESSIONAL CERTIFICATIONS

- Certified Microsoft Power BI Analyst Sep 2022
- Certified Safe 5 Agilist Feb 2021
- Project Management Professional (PMP), Project Management Institute Apr 2012

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## PROFESSIONAL EXPERIENCE

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FirstBank Nigeria Ltd - **Head, Debit and Prepaid Card** Aug 2022 – Nov 2022

- Leveraged data from various sources to perform in-depth analysis on card usage patterns, transaction trends, and customer segmentation. I identified key metrics and KPIs to monitor the performance of the portfolio consisting of 12 million debit and prepaid cards across three major schemes.
- Conducted customer behavior analysis to understand preferences, needs, and pain points. This involved segmenting customers based on spending habits, demographics, and other attributes to provide personalized card solutions.
- Collaborated with product development teams to conceptualize and implement innovative card features and services. I used data insights to identify market gaps and design customer-centric solutions.

FirstBank Nigeria Ltd - **Unit Head, Online banking (Web & Mobile banking).** Apr 2021 – Aug 2022

- Created and maintained regular reports and interactive dashboards to provide real-time updates on channel performance, customer trends, and revenue metrics. These reports were used to present findings to key stakeholders and guide decision-making leading to an increased revenue of 45.7% in FY 2021.
- Worked with the Head of Digital Channels to implement sustainable strategic initiatives for retail and SME products on digital channels, maximizing value across all segments resulting in expansion of the customer base from 3.6m to 5.2m by end of 2<sup>nd</sup> quarter 2022.
- Provided business intelligence on viable partnerships with identified players in other sectors of the economy based on data driven insight.

FirstBank Nigeria Ltd - **Senior Product Manager of Digital Channels**

**Jul 2020 – Mar 2021**

- Based on insights from the analysis of customer data and behavior, I successfully increased the active rate by 20% YoY in FYE 2020. This improvement indicated enhanced customer engagement and satisfaction with our products and services.
- I played a key role in achieving exceptional results, surpassing the Year-to-Date (YTD) budget by an impressive 117% by Half Year 2021. My data-driven contributions ensured that our financial goals were not only met but exceeded.

FirstBank Nigeria Ltd - **Team Lead, Secured consumer lending**

**Apr 2020 – Jun 2020**

- Built intuitive and highly interactive dashboards to track the progress of the end-to-end customer loan life cycle across all customer segments. Achieved YoY growth of 44% and 77% in transaction count and value in FYE 2020 while revenue grew by 50%
- I worked closely with Product Managers to optimize consumer asset products and employer schemes. This involved analyzing market trends, customer preferences, and performance metrics to enhance product offerings and drive growth. This led to a growth of 25% and 20% in total customer base and active rate respectively within 3 months.

FirstBank Nigeria Ltd - **Senior Business Analyst/Lead PMO**

**Jan 2013 – Mar 2020**

- I played a key role in managing the implementation of a significant \$10 million enterprise-wide transformation program. As part of this program, I leveraged data analysis and insights to support decision-making and ensure the successful execution of the project. Additionally, I led requirements gathering sessions, working closely with stakeholders to understand business needs and translate them into actionable solutions.
- Utilizing data-driven insights, I actively participated in the redesign and optimization of the retail loan approval and disbursal process. By analyzing data, I identified areas for improvement, streamlined workflows, and implemented solutions that resulted in enhanced efficiency and faster loan processing times.
- I led efforts to achieve end-to-end automation of the retail loan approval and disbursal process. This involved utilizing data analytics to identify opportunities for automation, deploying advanced technologies, and ensuring a seamless integration of automated processes.

FirstBank Nigeria Ltd - **Project/Business Analyst**

**Jun 2011 – Dec 2012**

- Conducted a review of branch activities and benchmarked against industry peers, produced project documentation, designed workflows using SharePoint, and migrated three processes across 500 locations.
- Produced project documentation such as process flows (As-Is, To-Be), Status update, project risk document and minutes of project meetings.
- Migrated 3 processes across 500 locations and trained over 10,000 staff nationwide.

FirstBank Nigeria Ltd - **Data Analyst - Contact center operations**

**Jul 2009 – May 2011**

- Prepared periodic accountability reports conducted return-on-investment analysis and implemented KPI dashboards using Microsoft Excel.
- As a data analyst, I took the initiative to design and implement Key Performance Indicator (KPI) dashboards for the contact center, utilizing Microsoft Excel as the tool of choice. These dashboards

were instrumental in providing valuable insights and tracking important performance metrics, ensuring a comprehensive view of the contact center's operations and efficiency.

FirstBank Nigeria Ltd - **Customer Service Officer**

**Apr 2005 – Jun 2009**

- I demonstrated a strong commitment to understanding and analyzing our customer base in a professional manner. I utilized my expertise in data analysis to evaluate client accounts for loan eligibility, ensuring a thorough and accurate assessment of each applicant. Based on my data-driven insights, I confidently recommended loan approvals where appropriate, providing valuable support to the decision-making process.