

LORETTA ADJERHORE

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Results-driven Data Analyst with a strong foundation in financial analysis, business operations, and client engagement, offering proven expertise in transforming raw data into actionable insights that guide strategic decision-making. Skilled in SQL, Python, Excel, Tableau, and Power BI for building predictive models, automating reporting workflows, and designing interactive dashboards aligned with business objectives. Adept at data governance, performance optimization, and trend analysis, ensuring accuracy, compliance, and reliability across diverse datasets. Brings transferable experience from finance, retail, and project management, with a track record of improving reporting efficiency, strengthening stakeholder relationships, and enhancing decision-making at both operational and executive levels. Recognized for bridging technical analytics with business strategy, delivering solutions that drive efficiency, profitability, and organizational growth.

TECHNICAL SKILLS

- Programming & Query Languages: SQL, Python, Excel
- Data Visualization & BI Tools: Power BI, Tableau, Excel
- Database Management: Microsoft SQL Server, MySQL, PostgreSQL
- Cloud & Collaboration Tools: Microsoft Windows Server, Google Suite, Microsoft Office Suite, Slack, Zoom, Team Viewer

CORE COMPETENCIES

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|-------------------------|----------------------------------|---------------------------------------|
| • Data Analysis | • Dashboard Creation | • Data Governance |
| • Data Visualisation | • A/B Testing & Experimentation | • Data Queries & Interpretation |
| • Data Modelling | • Statistical Computing Method | • Performance Metrics |
| • Business Intelligence | • Time Series Analysis | • Storytelling |
| • Predictive Modeling | • ETL (Extract, Transform, Load) | • Problem-Solving & Critical Thinking |

PROFESSIONAL EXPERIENCE

Data Analyst

Amdari Inc. - UK

July 2025 - Present

- Developed and maintained interactive dashboards in Tableau and Power BI, enabling stakeholders to track 20+ KPIs in real time, reducing manual reporting effort by 40% and improving data-driven decision-making.
- Conducted root cause analysis on data discrepancies using SQL (joins, CTEs) and Excel (VLOOKUP, INDEX/MATCH), identifying and resolving 25% of inconsistencies, which strengthened data integrity and increased reporting accuracy.
- Optimized SQL queries in SQL Server and PostgreSQL, reducing data retrieval time by 30%, accelerating analytics workflows and improving system performance for datasets exceeding 5M+ records.
- Automated reporting pipelines with Power BI workflows and DAX measures, cutting manual data extraction time by 50% and ensuring consistency across weekly and monthly executive reports.
- Implemented advanced data-cleaning techniques using Excel Power Query and SQL scripts, eliminating redundancies and improving dataset quality by 95%, supporting reliable forecasting.
- Built predictive models in Python (pandas, scikit-learn) and Excel regression analysis, improving demand forecasting accuracy by 15%, enabling smarter resource allocation and inventory planning.
- Presented insights through Power BI dashboards, Tableau visualizations, and PowerPoint executive summaries, translating complex analytics into actionable business strategies that influenced C-level decision-making.
- Collaborated with cross-functional teams (finance, operations, marketing) using Jira, Trello, and Microsoft Teams to align deliverables with business goals, achieving a 100% on-time delivery rate for analytics projects.

Sales Associate

Liberty London

August 2022 – Present

- Delivered outstanding customer service by greeting and assisting shoppers, ensuring professional, positive, and engaging in-store experiences.
- Consistently met and exceeded individual and team sales targets through product knowledge, upselling, and cross-selling techniques.
- Provided personalized shopping experiences tailored to customer preferences, strengthening brand loyalty and repeat purchases.
- Accurately processed high-value transactions, returns, and exchanges, maintaining efficiency and minimizing errors in a fast-paced retail environment.
- Organized, replenished, and optimized product displays to maximize sales potential and improve overall store presentation.
- Supported merchandising initiatives by monitoring stock levels, coordinating product placement, and assisting with seasonal campaigns.

Project Executive**International Business Times UK, London****October 2023 – May 2024**

- Directed sales initiatives by managing a pipeline of 1,000+ prospects, implementing systematic outreach strategies that expanded client engagement and conversion opportunities.
- Designed and delivered targeted training programs for lead generation, overseeing 50+ daily campaigns and equipping the sales team with effective prospecting techniques.
- Coached and mentored team members on advanced sales strategies, objection handling, and customer engagement, improving overall team performance and confidence.
- Developed tailored training materials and client-facing presentations for executive-level interactions, strengthening brand credibility and driving stronger client relationships.
- Monitored sales performance metrics, analyzed data, and provided actionable insights to senior leadership, supporting continuous improvement and revenue growth.

Sales Associate**360 Talent London****December 2021 – August 2022**

- Delivered exceptional customer service by greeting clients professionally and providing personalized assistance, enhancing overall shopping experiences.
- Demonstrated strong product knowledge, guiding customers in locating items, offering tailored recommendations, and driving upsell opportunities.
- Supported purchasing decisions by efficiently collecting products from shelves and stockrooms, ensuring a smooth and convenient shopping process.
- Maintained a visually appealing and organized shop floor by restocking merchandise, reorganizing displays, and ensuring brand presentation standards were consistently met.

Sales Associate**The Market by Smith and Brock, London****December 2021 – April 2022**

- Delivered high-quality customer service by engaging shoppers in a professional and friendly manner, creating a welcoming store atmosphere.
- Managed inventory and merchandising of fresh produce, groceries, and specialty items, ensuring stock availability and adherence to quality standards.
- Prepared and served artisanal beverages, including specialty coffees and teas, contributing to an enhanced customer shopping and dining experience.

Receptionist**Casa Costa, London****October 2021 – January 2022**

- Served as the first point of contact at the front desk, greeting and assisting guests in a professional and welcoming manner.
- Managed high-volume incoming calls and reservations using Quandoo and OpenTable systems, ensuring accuracy and efficiency in bookings.

Executive Assistant**Hydromas Marine Consultants, Lagos, Nigeria****January 2016 – September 2021**

- Optimized executive scheduling and coordinated cross-functional team activities to ensure seamless operations.

EDUCATION**Master of Business Administration - University of East London (UEL) 2023****International Graduate Diploma in Business and Humanities - UEL 2022****B.Sc. Pharmacology and Therapeutics, Delta State University - Nigeria 2013****CERTIFICATIONS****Data Analytics – 10Alytics 2025****Microsoft Office Specialist - Associate: Word, Excel, Outlook, PowerPoint (2024)****Project Management Foundations - PMI Registered Education & LinkedIn Learning (2022)****Learning Cloud Computing: Core Concepts - CompTIA & LinkedIn Learning (2022)****Excel: Advanced Formulas and Functions - LinkedIn Learning (2022)**