OLUMIDE PETER, AKINWE

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Portfolio website: **https://olumin.github.io/Webpage/**   ⓞ https://github.com/olumin

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PROFILE SUMMARY

Detail-oriented and logical data analyst with proven ability to communicate with both technical professionals and end users to identify and translate business requirements. 5 years of experience driving data accuracy and integrity. Strong ability to work with teams to develop valuable process solutions to meet business objectives.

WORK EXPERIENCE

RINGO Telecommunications, Lagos (2023- Present)
Lead Data Analyst/ Scientist/ Revenue Assurance
Analyst

- Built a CRM web analytics application with individual user authorizations using Django python backend framework with DBSqlite3 to update trade partners performance, allocated commissions; thereby automating data analytical processes, improving company's CRM, and making data reporting 80% more efficient.

- Improved data accuracy and reduced data processing time and storage for the admin and finance team by 70% by implementing an automated data warehousing process using Google suite and MySQL.

- Developed and implemented a predictive modeling framework for goal setting for the Franchise SBU that increased sales revenue by 30% using sensitivity analysis and scenario management for accurate forecasting.

- Lead all data analytics, reporting and revenue planning for the company's partnership with Network operators (Glo, Airtel, Mtn, 9Mobile) by tracking and monitoring revenue performances throughout the year vs targets/guardrails across 15 strategic business locations.

- Improved organizational efficiencies with data analytics, providing all necessary analytical support to the annual revenue budget process.

- Track and prepare analysis report of Daily, Monthly sales for SBUs and recommend improvements to existing revenue management functions using detailed interactive dashboards.

- Perform data compliance, participated in auditing and cost process review, for multiple business units using data obtained from Account officers and the company's business management software.

GCTN Technologies, Lagos (2022-
2023) Data Analyst (Digital sales)

- Provided analytical support to the company by developing processes to track and monitor sales using data source stored on webpage backend using MS-SQL

- Segmented customers using RFM analysis with Tableau, distinguishing customers according to their level of patronage to identify their preferences, giving rise to an improved marketing performance by 20-25% monthly.

- Developed root cause reports using BI tools to address problems with customer conversions, successfully revealing insights using Microsoft PowerBI that boosted transaction success rates by 40% quarterly.

- Ran complex database queries to extract data using SQL from inventory database to make financial forecasting to set revenue goals for the next quarter.

- Built quarterly dashboards that displayed KPIs related to customer and employee performances and developed automated reports from company data sources, supporting executive and divisional reporting needs.

- Created and presented quarterly sales reports to the management, provided insights and recommendations that optimized sales strategies.

Alpha Publishing co. ltd, Jos (2017-2019)
Junior Data Analyst

- Cleaned, analyzed, and interpreted over 20,000 annual financial data obtained from the organization's production

unit that guided the unit's marketing strategies.

- Conducted regression analysis to check the impact of prices of products and other variables on the company's revenue growths, made source projections by forecasting using the SPSS statistical package.

- Detailed financial data in spreadsheets to spot KPIs, identify trends and create revenue & profitability margin using advanced Excel and Business Intelligence tools.

- Spearheaded a major pricing restructuring by redirecting focus on product cost affecting customer purchasing pattern increasing average sales by 20% based on insights drawn from analyzed data.

- Presented reports to the senior managements recommending areas of possible improvement in obtaining positive sales outcome.

Lagos State Material Testing and Laboratory (March 2015 – Dec 2015) Laboratory Data Analyst (Intern)

- Data extraction and analysis from laboratory test samples, conducted on building materials for quality assurance, including development of dashboards and reports to interpret outcomes to project managers.

- Performed statistical validation and analysis throughout research and development projects using Excel, Google sheets integrated with the company-based software to support the Research team.

- Reported analyzed data to the quality and compliance officer to check conformance to specification.

EDUCATIONAL QUALIFICATIONS

- University of Lagos, Akoka   **(**2019-2021)
  Degree in view: MSc (Hons) in Geophysics   (Awarded: 2024)

- Ondo State University of Science and Technology, Okitipupa **(**2011-2016)
  Degree Obtained: B.Tech (Hons) in Geophysics.

SKILLS
TECHNICAL SKILLS

- **Data Analysis:** Python, Advanced Excel, Tableau, PowerBI, Google sheets, IBM SPSS.

- **Data Science/Machine Learning:** Supervised and Unsupervised learning algorithms.
- **Programming Languages:** Python, C++, Html/CSS, JavaScript Framework, Django-python framework.

- **Python Packages and Libraries:** Scikit-learn, Pandas, NumPy. BeautiulSoup (bs4)

- **Databases, ETL & Data Warehousing:** MS-SQL, DBSqlite3, MySQL, Power Query, Azure data studio

- **Model Deployment & Cloud services:** Familiar with AWS services, GitHub, Streamlit.

- **Tasks, Apps & Productivity:** ArcGIS, G-Suite, Calendly, Microsoft Teams, Zoom.

 SOFT SKILLS: Problem- solving, Time management, Communication, Curiosity, Leadership, Teamwork.

TRAINING AND CERTIFICATIONS

- Data Protection and Privacy by NDPC/FLOLIZ   2023
- Python for Data Science (*IBM*)   2022
- Certificate of Data Analytics Consulting Virtual Internship (*KPMG)*   2020

PERSONAL PROJECTS: https://olumin.github.io/Webpage/

LANGUAGE: English (Fluent)-Written & Spoken