

Omobolaji Adedasola Aremu

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I am passionate about generating insights from data to solve business problems and drive strategic decision-making.

Domain/Functional Areas

- Sales/Finance
- FMCG/Revenue
- Hospitality/Revenue
- Supply Chain/Logistics

Key Skills

Core Analytical Tools: Excel, Power BI, Tableau, SQL, Python, R

Soft Skills: Analytical thinking, Communication, Storytelling with data, Attention to detail, Critical thinking

Programming Languages: Python, R, SQL (MySQL & Microsoft SQL Server)

Visualisation Tools: Power BI, Tableau, IBM Cognos

Projects

Atliq Hardware - FMCG/Sales [Project Link](#)

[SQL / Excel / PowerPoint]

Aug 2025 - Aug 2025

- Designed and optimised complex SQL queries to extract, aggregate, and analyse sales performance across multiple fiscal years.
- Developed window function-based ranking logic to identify top-performing products by division for targeted business insights.
- Built parameterised queries for dynamic fiscal-year filtering, enhancing data reporting accuracy and flexibility.
- Collaborated on data model integration between product and sales fact tables, improving analytical depth and query efficiency.

Global Electronics Retailer - Sales [Project Link](#)

[Power BI / DAX / Power Query / Python / PowerPoint]

Jul 2025 - Jul 2025

- Developed a 5-page interactive Power BI dashboard covering product performance, customer insights, sales channels, and logistics.
- Identified 2018 as peak year, with Desktop PC233 and North America leading in revenue and profit.
- Highlighted champion customers and best-sellers as key growth drivers; in-store sales outperformed online by 3x.
- Revealed critical delivery issues—only 7.23% on-time rate in 2016—and recurring Q1 critical delivery delays, with Contoso brand and Home Appliances product category driving the highest delivery severity.

Adventure Works Sales Analytics - Sales [Project Link](#)

[Power BI / MySQL / Dax / Power Query]

Jun 2025 - Jun 2025

- Designed and deployed a multi-page interactive Power BI dashboard, transforming raw Adventure Works data from MySQL into actionable business insights.
- Developed robust ETL pipelines, built a custom data model, and created DAX measures to track KPIs such as sales, profit margin, product mix, and regional performance.
- Enabled executive-level decision-making with drill-down visuals on product profitability, reseller contributions, and sales team effectiveness across territories.
- Applied best practices in UI/UX design, dynamic filtering, and performance optimization to enhance user experience and data accessibility.

Healthcare Analytics - Healthcare [Project Link](#)

[MySQL / Power BI / DAX / Data Modelling / UX Design]

Jun 2025 - Jul 2025

- Designed and developed an interactive one-page Power BI dashboard analysing synthetic patient data from Massachusetts General Hospital (2011–2021).
- Created 5 core KPIs including admissions, readmissions, average length of stay, and procedure costs.
- Built dynamic visuals: monthly trend toggles, insurance coverage pie chart, and age-stratified admissions.
- Developed an insights table providing patient-level analytics on utilisation and cost.
- Applied DAX to calculate readmission rates, length of stay in hours, and insurance coverage metrics.
- Delivered actionable insights on health system usage and financial accessibility.

AtliQ Grands - Business Intelligence & Strategy - Hospitality [Project Link](#)

[Excel / Power BI / Dax]

May 2025 - Jun 2025

- Conducted exploratory data analysis on historical data to uncover trends, seasonality, and customer segmentation insights.
- Identified underperforming customer segments and recommended targeted marketing and pricing strategies, contributing to a projected 20% reduction in segment underperformance.
- Developed core hotel performance metrics (e.g., RevPAR, ADR, Occupancy Rate) and designed a comprehensive Power BI dashboard for real-time performance tracking.

Supply Chain Analytics for Delivery Performance Monitoring - FMCG [Project Link](#)

[Excel / Power BI / Dax]

May 2025 - Jun 2025

- Collaborated with stakeholders to define and implement key delivery performance metrics: On-Time Delivery %, In-Full Delivery %, and OTIF %.
- Conducted data-driven analysis of historical delivery data, identifying cities and top 5 customers facing persistent service issues.
- Created an interactive Power BI dashboard for real-time tracking of customer service levels across the AtliQ Mart's operation areas.
- Contributed to AtliQ Mart's readiness for expansion into Tier 1 cities by addressing critical service level gaps.

Certifications

- IBM Professional Data Analyst - IBM/Coursera
Issued on: Jun 2024 [Certification Link](#)

Education

University of Hull MSc - Business Management 75%	Hull, UK Sep 2023 - Nov 2024
University of Ibadan MSc - Economics Merit	Ibadan, Nigeria Feb 2021 - Aug 2023
Obafemi Awolowo University BSc - Economics 4.53/5.0	Nigeria Sep 2014 - Oct 2018