

# Samuel Amoo

Toronto, Ontario | +1-437-733-1274 | samuelamoo3@gmail.com | linkedin.com/in/samuel-amoo

## Senior Business Analyst | Data Analyst

Business Analyst with 10+ years of experience in financial services, reporting, and data governance. Proven success bridging business and technical teams to deliver scalable, data-driven reporting solutions using Power BI, SQL, Jira, and Confluence. Skilled in Agile story writing, backlog management, and documentation of complex data lineage and business rules. Adept at streamlining data delivery, optimizing reporting processes, and driving quality through well-defined requirements and governance standards.

## Core Competencies

Data Analytics & Reporting (Power BI, SQL, Excel) • Jira & Confluence Documentation • Agile Story Writing & Backlog Management • Data Governance & Lineage • Business Glossary & Data Dictionary Creation • Requirements Elicitation & Acceptance Criteria • ETL Validation & Data Quality Controls • Regulatory & Compliance Reporting • Process Automation (Power Apps, Power Automate) • UAT Coordination & Defect Resolution

## Professional Experience

### TD Bank Group

*Senior Business Analyst – Internal Reporting & Automation / 2023 – Present*

- Partnered with Product Owners and developers to create detailed user stories, epics, and acceptance criteria in Jira, ensuring clarity across reporting and data initiatives.
- Maintained Confluence repositories for BRDs, lineage maps, and business glossaries, improving data transparency and accessibility.
- Led Agile sprint planning, grooming, and retrospectives, aligning story priorities with product strategy and stakeholder goals.
- Authored data lineage documentation connecting upstream ETL processes to Power BI dashboards and executive reports.
- Defined validation and reconciliation rules for ETL and mainframe integrations supporting compliance and operational dashboards.
- Drove automation through Power Automate and Power Apps, reducing manual report compilation time by 30%.

- Enhanced internal reporting structures, improving SLA visibility by 40% and accelerating UAT feedback cycles.

### **Guaranty Trust Bank**

*Lead Business Data Analyst – Ops & Compliance / 2018 – 2023*

- Managed Jira board for compliance reporting, tracking user story progress and sprint deliverables.
- Created and refined user stories capturing detailed reporting and data governance requirements.
- Documented data lineage, report logic, and field definitions in Confluence for audit and governance visibility.
- Designed and deployed Power BI dashboards to monitor SLA and regulatory metrics, improving risk visibility.
- Validated ETL jobs, reconciled data feeds, and ensured reporting accuracy across compliance systems.
- Led cross-team workshops to gather requirements and translate business questions into actionable analytics.

### **Guaranty Trust Bank**

*Business Analyst / 2014 – 2018*

- Supported story creation and test case definition for fraud and compliance data systems.
- Gathered and documented reporting requirements, functional specifications, and SQL validation scripts.
- Enhanced data accuracy and on-time delivery of regulatory reports (99% SLA achievement).
- Collaborated with IT to develop and automate data quality checks within reporting pipelines.

## Key Projects

- **Reporting Automation & Story Lifecycle (TD):** Designed and managed Jira stories from inception to release for automated Power BI dashboards. Improved SLA monitoring by 40%.
- **Data Governance & Lineage (TD):** Used Confluence to document business glossaries, lineage diagrams, and report metadata for data quality audits.
- **Workflow Optimization (GTB):** Delivered compliance reporting enhancements through well-structured user stories, cutting cycle time by 30%.
- **ETL Validation Project (GTB):** Created SQL-driven validation scripts ensuring 100% reconciliation during data migration.

## Education

MBA, Business Analysis – University of South Wales, UK | 2021 (WES Verified)

B.Sc, Mathematics – Redeemer's University, Nigeria | 2012 (WES Verified)

## Certifications

- Certified Business Analysis Professional (CBAP) – 2022
- Certified Scrum Master (CSM) – 2023
- Google Data Analytics Certificate – 2022
- Salesforce Sales Operations Certification – 2023
- Canadian Investment Funds Course (CIFC) – 2023
- Personal Financial Services Advice – 2024
- Financial Planning 1 - 2025
- Financial Modeling & Valuation Analyst (FMVA) – 2022

## Technical Tools

Power BI, Power Apps, Power Automate, SQL, Jira, Confluence, MS Project, Salesforce, Excel, CMS Platforms