

# ROTIMI SHERIFF OMOSEWO

## Data Analyst | Power BI Analyst

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## PROFESSIONAL SUMMARY

Data Analyst with 5+ years of hands-on, project-based experience transforming complex datasets into actionable business insights across healthcare, retail, and public finance sectors. Skilled in Python, SQL, DAX, and Power BI with demonstrated success in developing automated reporting systems, creating interactive dashboards, and delivering data-driven recommendations. Currently pursuing Microsoft PL-300: Power BI Data Analyst certification (Dec 2025). Adept at data storytelling, stakeholder collaboration, and applying statistical analysis to drive evidence-based decisions.

### Key Achievements

- Developed automated ETL workflows reducing manual reporting time by 40%
- Enhanced analytical accuracy by 25% through advanced data analysis techniques
- Created interactive dashboards adopted by cross-functional teams for strategic planning
- Delivered insights leading to 15%–18% efficiency and operational improvements

## TECHNICAL SKILLS

### Data Analysis & Programming

- SQL (Advanced Queries, CTEs, Window Functions)
- Python (Pandas, NumPy, Statistical Analysis)
- Data Cleaning & Validation Techniques
- Exploratory Data Analysis (EDA)

### Power BI & Data Visualization

- Power BI (DAX, Data Modeling, Power Query)
- Dashboard Design & Development
- KPI Development & Performance Tracking
- Data Storytelling & Executive Reporting

### Analytics Tools & Platforms

- Excel (Advanced Formulas, PivotTables, Power Pivot)
- ETL Processes & Data Pipeline Development
- Jupyter Notebook, Git/GitHub
- Database Management & Query Optimization

## PROFESSIONAL EXPERIENCE

### Data Analytics Educator & Content Creator

2020 – Present | Remote

- Launched and grew YouTube and Telegram channels focused on data analytics and Power BI, reaching 10,000+ views and 150+ engaged subscribers
- Guided 150+ learners in Python, SQL, Power BI, and Excel, with many reporting measurable improvements in analytical skills

- Designed and delivered real-world analytics projects replicating business scenarios across retail, finance, and healthcare
- Built structured learning pathways that improved learner efficiency in acquiring core analytical competencies

## DATA ANALYSIS PROJECTS

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### NHANES Diabetes Risk Analysis

*Healthcare Analytics | 2025*

- Analyzed comprehensive health survey data of 9,000+ patients to identify key biometric and lifestyle factors correlated with diabetes risk
- Developed interactive Power BI dashboards visualizing demographic disparities and prevalence trends
- Implemented statistical analysis to quantify risk factors and support preventive healthcare strategies
- Technologies: Python, Power BI, Pandas, Statistical Analysis, Data Visualization

### Rossmann Retail Sales Analysis

*Retail Analytics | 2025*

- Engineered data transformation pipelines to process 1M+ sales records across 1,100+ retail locations
- Developed comprehensive Power BI dashboards with custom DAX measures to analyze sales performance and promotional impacts
- Conducted time-series analysis to identify seasonal patterns and key sales drivers for business planning
- Technologies: SQL, Power BI, DAX, Python, Data Modeling

### Delaware Public Spending Analysis

*Financial Analytics | 2025*

- Executed comprehensive data cleaning and validation procedures on 1.5M+ state credit card transactions
- Created detailed Power BI dashboards with 15+ custom DAX measures to analyze \$152M in state expenditures
- Identified cost-saving opportunities by analyzing vendor spending patterns and expense category trends
- Technologies: SQL, Power BI, DAX, Financial Analysis, Data Validation

## EDUCATION

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### BSc (Hons) in Computer Science

*National Open University of Nigeria | July 2019*

## CERTIFICATIONS

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- IBM Data Science Professional Certificate — IBM (May 2020)
- NYSC Exemption Certificate — National Youth Service Corps (May 2020)
- BCG Data Science Job Simulation — Forage Virtual Internship (2025)
- Microsoft PL-300: Power BI Data Analyst — In Progress (Expected December 2025)

## REFEREES

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Available on request