

SALMA ADEBANJO

Mobile: +447388297460 | **Email:** salmagarba22@gmail.com | **Address:** Manchester, United Kingdom
LinkedIn: <http://www.linkedin.com/in/salma-adebanjo>

PROFILE SUMMARY

Data-oriented Data Analyst with experience in transforming complex datasets into actionable insights to drive strategic business decisions. Possesses in-depth knowledge of database types, research methodologies, big data capture, curation, manipulation, and visualisation. Proficient in Extract, Transform, Load (ETL) processes, including data extraction from various sources, data cleansing, and integration to maintain data accuracy and consistency. Competent in creating clear and compelling visualisations using tools like Power BI to communicate complex data insights to diverse audiences. Possess a keen analytical mindset and proficiency in leveraging tools such as SQL and Excel for data manipulation and interpretation.

CORE COMPETENCIES

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|---------------------------------|-------------------------|---------------------------------|
| • Data Visualisation | • Team Collaboration | • Customer Service |
| • Data Management | • Process Improvement | • Stakeholder Management |
| • Project Management | • Operations Management | • Data Cleaning and Preparation |
| • Statistical Computing Methods | • Data Warehousing | • Problem Solving |

SKILLS HIGHLIGHT

- Adept at identifying trends, optimising processes, and developing predictive models to enhance operational efficiency and revenue growth.
- Able to design data models, both dimensional and relational, to ensure optimal data storage and retrieval for reporting and analytics.
- Strong analytical and problem-solving skills, with a knack for breaking down complex issues into manageable components and proposing data-driven solutions.
- Proficient in translating complex data into visual representations, making it understandable for non-technical stakeholders.
- Tech-savvy and proficient in Microsoft Office (Word, Excel, PowerPoint), SQL, Power BI, PivotTables, VLOOKUP, Confluence and Slack.

WORK EXPERIENCE

Data Analyst (Remote) – High Impact Careers, London **January 2025 - Present**

- Conduct exploratory data analysis to identify patterns, trends, and correlations. Utilise statistical techniques and data visualisation tools to uncover insights and communicate findings effectively.
- Design and develop efficient SQL queries to extract and manipulate data from various sources, ensuring data integrity and accuracy.
- Collect, organise, and interpret data from multiple sources to identify trends, patterns, and opportunities.
- Collaborate with team members to develop and implement data-driven solutions to improve operational efficiency.
- Created a dashboard on Excel using pivot tables, pivot charts, COUNTIF, VLOOKUPS, INDEX MATCH, and SUMIFS.
- Contributed to the development of visualisations and dashboards to present data clearly and concisely.

Data Analyst (Remote) – Nobox Technologies **May 2024 - Present**

- Leveraged advanced Excel features to analyse complex datasets, identify trends, and track key performance indicators (KPIs).
- Designed and developed dynamic dashboards to enhance real-time reporting and decision-making for stakeholders.
- Streamlined data cleaning and preparation processes using Power Query, improving accuracy and reducing manual workload by 30%.
- Partnered with cross-functional teams to deliver actionable insights that enhanced sales strategies and operational efficiency.
- Worked closely with stakeholders to understand business requirements and translate them into data-driven solutions. Implemented and maintained data models, ensuring data integrity and consistency.

Customer Support Representative - Intrum UK, Greater Manchester**July 2023 – February 2024**

- Delivered exceptional customer service by efficiently handling inbound and outbound calls, resolving inquiries, and facilitating payment plan setups.
- Identified customer concerns, investigated account issues, and worked towards effective resolutions in compliance with company policies.
- Ensured compliance with FCA regulations and internal standards by maintaining accurate customer records in systems like Credit Solve and TS2.
- Delivered a customer-focused approach, offering tailored financial guidance to individuals experiencing financial difficulties.
- Achieved high customer satisfaction by proactively resolving concerns and escalating unresolved issues where necessary.

Operations Analyst - Al-ILMU Schools, Lagos**July 2016 – April 2020**

- Analysed operational processes, managing data, and implementing strategies to optimise administrative and academic functions.
- Managed and analysed large datasets using Excel, ensuring the accuracy and timeliness of reporting for key operational metrics.
- Maintained and organised databases, creating reports that align with organisational policies and standards.
- Supported operational functions, including scheduling, responding to queries, and streamlining administrative processes.
- Collaborated with school leadership, teaching staff, and administrative teams to ensure smooth daily operations.

EDUCATION

- **B.Sc. Biochemistry** – University of Lagos, Nigeria

CERTIFICATIONS

- **Data Analysis Bootcamp** – High Impact Careers, UK
- **AWS Certified Cloud Practitioner** – Amazon Web Services
- **ALX Software Engineering Certification** – ALX Africa
- **Data Analysis Bootcamp** – DataAfrik