

SOLA AGAGU

sholayy06@gmail.com | (519)-5044855 | LinkedIn: <https://www.linkedin.com/in/sola-agagu> | Address: Ottawa, ON.

Portfolio Dashboard: [Tableau Dashboard Link](#) Github profile: [Github link](#)

CAREER SUMMARY

I'm a data-driven professional with over 4 years of experience in analytics, business intelligence, and revenue operations. I've consistently delivered insights that have improved performance, increased efficiency, and driven revenue growth. From building SQL queries, developing forecasting models, or designing dashboards, I enjoy transforming complex data into clear, actionable insights that help businesses make smarter decisions. I thrive in collaborative environments and love using data to solve problems that make an impact.

TECHNICAL SKILLS

Tools & Software: SQL, Looker, Tableau, Salesforce, Google Analytics, Microsoft Excel, Asana, Excel, Snowflake, Git, AWS, Quicksight, Google Sheets

Programming Languages: Python, Pandas, Linux, Bash scripting

Core Competencies: Forecasting, Data Analytics, A/B testing, Market Research, Customer Segmentation, Machine learning.

RELEVANT EXPERIENCE

Data Scientist Project	Freelance	10/2024 – 12/2024
-------------------------------	------------------	--------------------------

Led end-to-end data analytics initiative for a digital gifting startup, implementing automated ETL pipelines and advanced customer analytics using Python, Looker, Bash, and PostgreSQL with the following impact:

- Engineered automated data pipeline while processing 200+ days of customer interaction data, resulting in actionable insights that identified 20% higher conversion rates for invitation-based users.
- Implemented ML-based models for customer segmentation, achieving 73% accuracy in cross-platform device classification, enabling targeted retention initiatives and a data-driven revenue optimization approach to customer engagement.

Sales Operations Specialist	Remote , Cision	04/2024 – Present
------------------------------------	------------------------	--------------------------

- Generate ad hoc reports analyzing client usage patterns and revenue trends, enabling leadership to identify upsell opportunities.
- Automate manual reporting processes using VBA to improve data accuracy and allow the team to focus on strategic initiatives.
- Optimize Salesforce to ensure data integrity and streamline workflows.

Sales Operations Analyst	Remote, Xero	11/2022 – 10/2023
---------------------------------	---------------------	--------------------------

- Increased sales team productivity by 20% through centralized Salesforce and Tableau dashboards, providing real-time visibility into product demos, activations, and lead metrics for 60+ GTM team members.
- Pioneered an adaptable forecasting model by analyzing over 36 months of historical data, allowing the team to project monthly subscription growth and revenue for the upcoming fiscal year with 12% improved accuracy.
- Created advanced BI dashboards tracking actual vs. target revenue, MRR, ARR, and monthly/quarterly/yearly performance, improving revenue tracking accuracy by 30%
- Managed ad-hoc reporting requests and developed strategic activation reports to track product usage accurately in Snowflake, resulting in a 25% increase in user engagement within the first quarter.
- Built a dynamic dashboard that differentiated subscription-based revenue from one-off bulk purchases, enabling targeted strategies that increased recurring revenue predictability and informed sales team priorities.

Customer Support Associate
11/2022

Remote, Blackbaud

06/2022 –

- Provided support for clients with setting up and troubleshooting technical issues encountered from using Blackbaud's Learning management systems via phone calls and chats.

Business Consultant

Nigeria, Global Kinsolag

01/2019 – 09/2020

- Collaborated with external agencies to capture business requirements and developed training modules tailored to their staff, aligning with user stories to streamline workflows and enhance efficiency.
- Organized and facilitated training events, assembling subject matter experts to deliver training objectives, resulting in an enhanced learning experience for workshop participants, as evidenced by improved post-workshop survey ratings.

Quantitative Research Instructor

Nigeria, Afe Babalola University

11/2016 – 10/2018

- Developed and analyzed fluid dynamics in pipeline systems, incorporating predictive analytics and statistical modeling techniques through a data-focused curriculum incorporating Excel, data analytics, and CMG software.
- Designed practical assignments that required students to collect, analyze, and interpret real-world drilling and pipeline flow data, cultivating analytical skills applicable to various industries.
- Streamlined departmental processes through Excel automation and data analysis techniques, reducing result processing time by 40% and improving administrative efficiency.
- Designed and conducted A/B testing methodologies to optimize teaching approaches, employing regression analysis to identify the most effective instructional methods across diverse student populations.

PROJECTS EXPERIENCE

BI Analyst Freelancer

07/2024 – 08/2024

- Worked on a marketing campaign project to improve efficiency through automated BI dashboards, consolidating data from 8 platforms for faster performance analysis

Data Analytics Student

Remote, Clarusway Limited

03/2021 – 10/2021

- Analyzed film ratings from Rotten Tomatoes using python pandas and seaborn libraries to determine highest-grossing movies and ratings
- Developed and owned a review Dashboard for an e-commerce store using Tableau to generate customer ratings and reviews to increase retention rate by 10%.
- University Registration Data Model and Database - Microsoft SQL Server, ERD with Draw.io

EDUCATION & CERTIFICATION

Masters in Petroleum Engineering

University of Calgary, Alberta.

Correlation One Data Science Fellowship (Distinction)