Dave Odukoya *BSc, MSc*

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PROFILE

I am a data analyst, with extended years of experience working with database management, statistical computation and data mining. Across my professional career, my role has included leveraging data-driven solutions to drive business growth and improve decision-making processes. Strengths includes strong analytical and problem-solving skills with a keen attention to detail.

My programming language of choice is Python. Expertise in utilising software tools like Excel, SQL, Power BI, PowerShell, and Jupyter Notebook. I am quite familiar with extraction, transform and load processes using XML, SQL management studio, visualisation with Tableau.

I am an expert in Microsoft Suite of applications, particularly Excel, Access, Power BI and Tableau.

EXPERIENCE

Phillips and Cohen Associates

Data Analyst

March 2022 to present

- Streamlining data processes by implementing data definitions, integrations and modelling to reduce report generation time by 20%
- Conducted data mining and analysis to identify stakeholder data accuracy patterns, leading to a 15% increase in cross-selling opportunities
- Increased data accuracy by 27% through the development and application of data cleaning and preprocessing mechanisms.
- Collaborated, built and maintained a comprehensive database of debtor information, improving efficiency in tracking and managing outstanding accounts by 25%

Southco Manufacturing Ltd.

Marketing Analyst

Feb 2021-2022

- Carried out competitive and market research to find new target markets, which led to a 55% rise in new market share.
- Utilised data analytics tools to track and analyse website traffic, identifying opportunities for website optimisation and improving user engagement by 12%.
- Utilisation of generated data from the data warehouse and other sources to provide business relevant reports
- Preparation of monthly performance reports and analysed specific business questions; proactively investigated new and unique trends to provide extra insights to the business.

EDUCATION

- **MSc HRM** – *People analytics and Big Data tools in optimisation of Corporate Intelligence*
  University of Worcester

- **BSc Mathematics**

SOFTWARE

Python, MS Access, Excel, SQL, Power BI, SSMS, XML, PowerShell