ASAOLU, Olutayo Daniel

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Senior Data analyst with 8+ years turning messy, multi-source data into answers. I collate, clean, and integrate datasets; manage dictionaries, privacy, and governance; and track external sources and their limits. Comfortable with ad hoc tasks and prototypes, I build Power BI visuals and advise where transforms live ETL or report using Python, SQL, and advanced Excel. I automate ingestion, matching, and validation to keep data complete and reliable. For leaders, I craft board-ready performance decks and concise insight briefs that guide decisions. Seeking to align my strategic analysis and data storytelling expertise across the globe.

Relevant Tools & Systems

- **BI & Reporting:** Power BI (Expert), Looker, Google Data Studio, Excel (PivotTables, PowerQuery)
- **Languages:** Python (Pandas, NumPy, Matplotlib), R, SQL, DAX, Google Script, Macros
- **CRM/Cloud:** Salesforce (familiar), Google Cloud Platform, Azure
- **Tools:** Jupyter Notebook, Colab, Git, GitHub, SharePoint, Jira
- **Frameworks:** Agile/Scrum, Lean, Six Sigma
- **Soft Skills:** Strategic Storytelling, Executive Reporting, Stakeholder Management, Cross-Functional Collaboration, Problem Solving, Team Leadership

Professional Experience

Senior Data Analyst (Full-time), FoodCo Nigeria, April 2022 – Present

- Develop, implement, and maintain dashboards and visualizations using tools like Power BI, Tableau, and Google Data Studio to present actionable insights.
- Analyze large datasets using Python, R, or SQL to extract trends, identify patterns, and deliver high-quality, data-driven reports.
- Collaborate with cross-functional teams to gather requirements and design customized data solutions for e-commerce.
- Clean, transform, and manage datasets to ensure data integrity and accuracy.
- Provide technical guidance and training to teams on data visualization best practices and tools.
- Monitor and evaluate business operations by leveraging advanced analytics, ensuring strategic alignment with organizational goals.

Key Achievements:

- Spearheaded the design and implementation of a business intelligence architecture tailored to the e-commerce unit, enabling real-time performance tracking and predictive analytics.
- Spearheaded enterprise data strategy focused on governance, quality, and compliance supporting executive-level decision-making through integrated dashboards and standardized reporting architecture.
- Implemented advanced analytics models to forecast customer buying behavior, enhancing retention by 90% through personalized loyalty programs.
- Designed and deployed automated data pipelines using Python and Power BI, reducing reporting cycle time from 7 days to under 5 minutes and enabling real-time strategic insights for cross-departmental teams.
- Partnered with business and technology stakeholders to deploy organization-wide digital transformation programs, including CRM and BI tools, increasing operational efficiency by 20% and improving data transparency.

- Negotiated a 45% cost reduction for enterprise workspace solutions, saving over $8K annually for three years.

Business Intelligence and Analytics Manager (Full-time), FoodCo Nigeria, March 2019 – March 2022

- Proficient in developing bespoke analytics solutions tailored to meet the specific needs of internal business units, resulting in improved operational efficiency and strategic decision-making.
- Experienced in providing training and upskilling sessions to employees, empowering them with the knowledge and tools to leverage data effectively in their roles.
- Deployed three digital transformation projects, including CRM and BI tools, which streamlined operations and improved data-driven decision-making.
- Designed and implemented dashboards for supply chain and inventory management, leveraging predictive models to minimize stockouts.
- Developed a KPI-based performance evaluation model, boosting employee motivation by over 50% and improving overall team efficiency.
- Pioneered digitization efforts within the organization, leading the deployment of over 10 dashboards across multiple business units to provide real-time visibility into key performance metrics.
- Strong project management capabilities, with a track record of successfully leading cross-functional teams to implement business intelligence initiatives on time and within budget.
- Proactive approach to identifying opportunities for process improvement and innovation, driving continuous enhancement of analytical capabilities and tools.

Research & Evaluation Consultant (NGO/International Development Sector) - Multiple Organizations, Nigeria, February 2018 – September 2019

Led data-driven research, monitoring, and evaluation projects for global NGOs and academic institutions, including Jhpiego (World Bank-funded RAAMP), University of Surrey, and Catholic Relief Services (USAID-funded 4Children), delivering actionable insights to enhance social impact and development outcomes.

Research & Evaluation Consultant (RAAMP), Jhpiego (an Affiliate of Johns Hopkins University), Ogun State, Nigeria, August 2019 – September 2019
Supported the Rural Access and Agricultural Marketing Project (RAAMP), a $575M World Bank-funded initiative to improve rural access and agricultural marketing across 13 Nigerian states, focusing on data-driven insights to enhance project impact and sustainability.

- Designed and implemented data collection frameworks to assess gender-based violence (GBV) prevention and response activities across 200 communities in 20 Local Government Areas (LGAs), utilizing Key Informant Interviews (KIIs) and Focus Group Discussions (FGDs).
- Developed and validated data collection tools, ensuring high-quality, consistent data capture, and collaborated with data analysts to produce English-translated interview transcripts for stakeholder reporting.
- Delivered technical assistance and mentoring to service delivery points, driving continuous quality improvement in data management and reporting processes.

Project Manager (Monitoring & Evaluation Consultant), University of Surrey, Nigeria, March 2018 – March 2019
Led the monitoring and evaluation (M&E) strategy for a PhD research project across five southwestern Nigerian states (Lagos, Oyo, Osun, Ogun, Ondo), ensuring data integrity, stakeholder collaboration, and actionable insights to support community-based research initiatives.
- Designed and supervised M&E frameworks for community-based research, coordinating data collection across 5 states and multiple LGAs, and conducting advocacy with community gatekeepers to secure buy-in and access.

- Developed data collection tools (e.g., questionnaires) and SPSS data entry templates, ensuring accurate data capture and enabling robust statistical analysis for research reporting.
- Created and delivered capacity-building programs for research assistants and partners, enhancing data collection and analysis skills, and improving data quality by 30% through quarterly audits.
- Analyzed state-level data using SPSS, producing comprehensive research reports for principal investigators, and presenting findings to academic and community stakeholders to inform policy and practice.
- Monitored and evaluated project progress, reviewing field reports to ensure alignment with research objectives, and recommended tool modifications to improve data accuracy and relevance.

Research & Evaluation Consultant, Catholic Relief Services, Lagos State, Nigeria, February 2018 – March 2018

Contributed to the 4Children Trace Study Phase-3, a USAID-funded project to evaluate the wellbeing of 240 graduated households in Lagos State, focusing on health, education, protection, nutrition, and access to basic needs post-graduation from USG-supported OVC programs.

- Designed and executed data collection plans, protocols, and tools to gather high-quality data from graduated households, ensuring accurate documentation of findings for impact evaluation.
- Conducted routine data validation, analysis, and audits, collaborating with the Research, Measurement, and Results Division to maintain data integrity and produce reliable programmatic insights.
- Developed and facilitated training sessions on data collection tools and procedures, enhancing the capacity of field teams to deliver consistent, high-quality data.
- Compiled, sorted, and verified data for entry into databases, ensuring accuracy and enabling efficient reporting to USAID and local government partners.
- Co-authored the final study report, translating data into actionable recommendations, and presented findings to stakeholders to highlight improvements in orphan and vulnerable children (OVC) wellbeing.

Education

Master of Philosophy Business Administration   2025
Specialization: Big Data Analytics
Babcock University, Nigeria

Executive MBA   2023
Quantic University of Business and Technology, Washington, DC
- Full scholarship to a highly selective program (7% acceptance rate)

Master of Business Administration   2021
University of Ibadan, Nigeria

Bachelors of Technology, Transport Management Technology   2016
Federal University of Technology, Akure, Nigeria

Professional Development & Membership

- **Member,** International Institute of Business Analysis (IIBA) – 101451770 (2024)
- **Data Science,** World Quant University (2024)
- **R for Data Science,** LinkedIn Learning (2024)
- **Business Intelligence Analytics,** Udemy (2024)
- **Advanced SQL for Data Analysis,** LinkedIn Learning (2024)
- **Google Cloud Certification,** Google Developers (2023)
- **McKinsey Forward Africa,** McKinsey (2021)
- **Excel Skills for Business (Advanced),** Macquarie University (2020)
- **Business Analytics,** Wharton Online (2019)

Research and Publications

- "Big Data Capabilities and Organisational Sustainability of Selected Fast-Moving Consumer Goods Firms in Oyo State, Nigeria", **Thesis (2025)**
- "Big Data Capabilities and Competitive Advantage of Selected Fast-Moving Consumer Goods Firms in Oyo State, Nigeria", **IRJEMS (2025)** - *https://irjems.org/Volume-4-Issue-5/IRJEMS-V4I5P104.pdf*
- "A Cross-Sectional Assessment of Expanding Basic Healthcare Services to Rural and Underserved Communities in Northern Nigeria," **PGPH-D-24-01476 (2024)**
- "The Influence of Peer-Led Health Education on Medication Adherence Practices Among Youths Living with HIV," **Medical Research Archives (2023)**
- "Effect of Text-Messaging on Treatment Adherence Among Young People Living with HIV in Niger State," **Journal of AIDS and HIV Research (2023)**

Selected Reports & Dashboards Project

- **Interactive Sales Forecasting Dashboard (Power BI + SQL)**

[https://github.com/tayoasaolu/sales-forecasting-dashboard/] - Designed to monitor YoY trends, customer loyalty tiers, and inventory risks in real-time. Used SQL for querying, integrated with Azure DB, and automated daily scheduling.

- **Customer Behavior Analytics with Python**

[https://github.com/tayoasaolu/customer-behavior-analytics/] - Applied clustering and regression to e-commerce datasets to segment users and define retention strategies, contributing to 90% loyalty program success rate.