**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.