

# CHUKA OBAFEMI

Data Analytics | Business Intelligence | Business Analyst

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Yaba, Lagos, Nigeria

## PROFILE SUMMARY

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A results-driven data professional offering over five 10 years' professional experience in developing and maintaining teams, promoting seamless workflows and the coordination of routine business intelligence. Ardent about implementing effective strategies to increase sustainable decisions through data analysis Upholds a proven track record of success in maximizing efficiency and minimizing costs, as well as providing excellent leadership, innovation, and a plethora of analytical acumen towards meeting and exceeding organizational goals and objectives.

## CORE COMPETENCIES

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- Proficient at Microsoft Excel, PowerPoint, Word
- Business development and intelligence
- Excellent communication skills (both written and verbal)
- Strong analytical thinking
- Problem-solving abilities
- Business acumen
- Strategic planning and creative thinking
- Exceptional interpersonal skills
- Time management and organizational skills
- Excellent Leadership and team management
- Conflict resolution and pressure management.
- Meticulous attention to detail
- Sound judgment and decision making
- Excellent work ethic
- Adept at new techniques

## WORK EXPERIENCE

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### BA CONSULTING, LAGOS.

August 2021– Date

#### ➤ *Data Consultant*

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- Led data analysis and consulting projects, delivering actionable insights and recommendations to clients , informing their annual strategic goals.
- Developed and implemented data-driven strategies to optimize business operations and drive revenue growth for clients across health and finance industries amongst others.
- Conducted thorough data assessments, identifying gaps and opportunities for data collection, storage, and analysis.
- Designed and implemented data models and databases, ensuring efficient data management and integrity.
- Built predictive models and utilized machine learning algorithms to generate accurate forecasts and predictive analytics for clients.
- Collaborated closely with cross-functional teams, including IT, marketing, and operations, to align data initiatives with overall business objectives.
- Created data visualization dashboards and reports to effectively communicate complex insights and findings to stakeholders and senior management.
- Provided expert guidance and training to internal teams on data analytics tools and techniques, empowering them to make data-driven decisions.
- Stayed up-to-date with industry trends and emerging technologies, leveraging new tools and methodologies to enhance data analysis capabilities.

- Developed strong client relationships, becoming a trusted advisor on data-related matters and consistently exceeding client expectations.

## **PARTNERS, LAGOS.**

March 2019 – August 2021

### ➤ **Senior Data Analyst**

- Spearheaded data analysis initiatives to identify key trends and patterns, resulting in a 15% increase in overall sales revenue for the company.
- Developed and implemented a robust data management system, resulting in a 30% reduction in data errors and improved data accuracy.
- Utilized advanced statistical techniques and machine learning algorithms to forecast customer behavior, leading to a 20% increase in customer retention rates.
- Collaborated with cross-functional teams to define key performance indicators (KPIs) and established data-driven metrics for tracking business performance.
- Conducted comprehensive data analyses to uncover insights and provide actionable recommendations for optimizing marketing campaigns, resulting in a 25% increase in ROI.
- Created interactive data visualizations and reports using tools like Tableau, effectively communicating complex information to non-technical stakeholders and facilitating data-driven decision-making.
- Proactively identified data quality issues and implemented data cleansing strategies, resulting in a 40% reduction in data inconsistencies and improved data integrity.
- Conducted in-depth ad-hoc analyses to support strategic business initiatives and identified cost-saving opportunities, leading to a 10% reduction in operational expenses.
- Collaborated with IT teams to optimize data extraction, transformation, and loading (ETL) processes, streamlining data workflows and reducing data processing time by 50%.
- Presented data insights and findings to executive leadership, providing strategic guidance and supporting data-driven decision-making at the organizational level.

## **BA BANK, LAGOS.**

April 2015 – March 2019

### ➤ **Business Analyst**

- Led end-to-end business analysis for cross-functional projects, resulting in streamlined processes and increased operational efficiency.
- Collaborated with stakeholders to define business requirements, translating complex business needs into clear and actionable project specifications.
- Conducted thorough data analysis to identify trends, patterns, and insights, enabling data-driven decision-making and optimization of business strategies.
- Developed comprehensive documentation, including business requirements documents, use cases, and process flows, ensuring effective communication and alignment across project teams.
- Utilized various business analysis tools and techniques, such as SWOT analysis, gap analysis, and stakeholder analysis, to assess business processes and identify areas for improvement.
- Successfully facilitated workshops and meetings with stakeholders from different departments to gather and validate requirements, manage expectations, and foster collaboration.
- Leveraged strong problem-solving skills to identify and address critical business challenges, leading to the implementation of innovative solutions and measurable improvements.
- Worked closely with IT teams to translate business requirements into technical specifications, ensuring the successful development and implementation of software solutions.
- Acted as a liaison between business units and technical teams, fostering effective communication and bridging the gap between business and technology.
- Provided ongoing support and guidance to project teams throughout the project lifecycle, ensuring successful delivery within established timelines and budgets, and redirected them, where necessary.

➤ **Junior Data Analyst**

- Assisted senior data analysts in collecting, organizing, and analyzing large datasets to derive meaningful insights.
- Conducted data cleansing and data validation processes to ensure accuracy and reliability of analytical results.
- Utilized SQL queries and programming languages such as Python and R to extract, transform, and load data for analysis.
- Developed and maintained data visualization dashboards using tools like Tableau, providing stakeholders with intuitive and interactive data representations.
- Collaborated with cross-functional teams to identify key performance indicators (KPIs) and establish data-driven strategies to drive business growth.
- Assisted in creating predictive models and conducting statistical analyses to identify trends, patterns, and opportunities for process improvement.
- Contributed to the development and implementation of data quality assurance procedures to ensure data integrity and consistency.
- Assisted in the preparation and delivery of clear and concise reports and presentations summarizing analytical findings to non-technical stakeholders.
- Demonstrated strong problem-solving skills and attention to detail in identifying data anomalies and resolving data-related issues.
- Kept up-to-date with industry trends and best practices, actively seeking opportunities for professional development to enhance analytical skills.

**EDUCATION**

- *MSc., International Business and Human Resource Management,* 2013  
**University of Dundee, Scotland, United Kingdom.**
- *BSc (Hons), Economics,* 2010  
**Vvvvv University, Oyo, Oyo State.**

**LEADERSHIP/OTHER ACTIVITIES****CCCCC Foundation**

June 2017 till date

➤ **Project Lead****Major Achievements**

- Oversees the development and execution of projects within a central focus on over 30 junior staff career management and personal development.
- Involve in active planning and coordination of company's strategic direction and implementation, towards improving the overall market share.
- Perform other management functions that cut across budgeting, financial management, risk management, team bonding, communication with clients and other stakeholders- in ensuring that value is consistently delivered and in excellent style.

**CERTIFICATIONS**

- Global Data Program: Business analyst 2023  
**10alytics**
- Business Branding: Expression 2023  
**Udemy**

- Data Analytics Fundamentals  
**Udemy**

2023

## **AWARDS**

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- The Employee of the Quarter-Q3

2022

## **LEISURE**

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- Reading and research
- Volunteering
- Travelling
- Meeting and interacting with new people

## **REFERENCES**

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Available on request