

Olaitan Odulaja

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Work Experience

Business Analyst and Product Data Analyst

Estate Intel Limited

June 2021 – Present

Lekki Phase 1, Lagos

- Responsible for the collection, cleaning and analysing of key data points of thousands of properties required for the production of **market analysis** that lead to a **10% Month on Month revenue** increase and **25% increase** in customer engagement on the website.
- Conducted a concise market study for an infrastructure credit company detailing key Nigerian developers, typical construction margins, typical sales & marketing budgets, and typical agency fees in order to make data backed decisions with its **\$15million infrastructure fund**.
- Pulled data from various websites for a market research done for a real estate development company, aimed at analysing the effect office sizes, engineering team sizes, building type, remote work policy, etc have on the **\$ 3.5million** key technology companies spend on rent annually in order to create a market entry strategy.

Software Engineer and Product Data Analyst

Value Jet Airlines

Dec 2019 - May 2021

Ikeja, Lagos

- Collaborated with stakeholders to re-architect a multi-page vanilla JS flight booking website into a multi-page app using React, integrating multiple payment options, resulting in a Month on Month revenue lift of **\$ 2million**.
- Built a **Logic Based 3-page Power BI dashboard** for stakeholders that takes in **thousands of flight data** daily and tracks Key Performance Indicators and Monthly Revenue worth **\$2 million**.

Selected Projects

Product Manager - Real Estate Marketplace and Financing (Ongoing)

- Managed a cross-functional team and oversaw product development from inception to implementation that has transacted **\$100,000 in Gross Merchandise Volume** and made **\$10,000 in revenue**.
- Created business case and product roadmap with wireframes, milestones, budgets, SWOT analysis, forecast for a financing product that could lead to over **300% increase** in revenue.

Product Manager and Data Analyst - Neighborhood Rating and Overview

- Led the development of a **patented rating algorithm** that pulls data from various online sources and gives a weighted score to neighborhoods across any location in Nigeria.
- Created a product roadmap using JIRA with product use cases, wireframes based on user interviews, analytics of multiple Google Maps APIs data points that lead to 10 percent increase in Month on Month returning users and 700 dollars in revenue.

Skills

Soft Hardworking, Leadership, Quick to learn, Problem solving, Agile Development

Hard Python, Javascript (React), NextJs, Django, Metabase, Jira, Clubhouse, Power BI, Google Search Console, Robotic Process Automation, Web Scrapping, Google Analytics, SQL, Power BI,

Education

BSc Electronic and Electrical Engineering

Obafemi Awolowo University

2014 – 2019

Ile-Ife, Osun

Product Management

Udemy

2019

San Francisco, CA.

Data Science and Machine Learning

iQube

2019

Lagos