MISAN WILLIAM OMATSONE

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PROFESSIONAL SUMMARY

Data Analyst with 5+ years of experience transforming complex data into actionable business insights. Skilled in data storytelling, consumer insights, and visual analytics, with a proven ability to support strategic decision-making through compelling reports and dashboards. Adept at working cross-functionally with marketing, finance, and operations teams to translate data into impactful narratives. Passionate about leveraging Power BI, Tableau, SQL, and Python to drive brand and market intelligence. Seeking an opportunity to apply my skills in a dynamic insights-driven role.

SKILLS

Python • R • SQL • Tableau • Power BI • Excel • Oracle Analytics Cloud (OAC) • Data Modeling • Data Visualization • Data Storytelling • Consumer & Market Insights Analysis • Social Listening & Brand Tracking • KPI Development & Performance Tracking • Market Trend Analysis • Statistics • Machine Learning • Collaboration • Problem Solving

PROFESSIONAL EXPERIENCE

Senior Data Analyst
Vertice | Dublin, Ireland | February 2021 – Present
- Delivered **data-driven consumer insights**, enabling marketing and leadership teams to refine brand strategy and customer engagement.
- Built **interactive dashboards and reports** using Power BI and SQL, optimising KPI tracking and business performance analysis.
- Translated complex data into **clear, actionable narratives**, supporting strategic decision-making across finance, marketing, and operations.

Data Analyst
Dangote Industries Limited | Lagos, Nigeria | March 2015 – August 2018
- Conducted **market and financial analysis** to support strategic investments, improving business decision-making.
- Developed automated data solutions, reducing manual reporting efforts by 80% and enhancing data accuracy.
- Created visual reports and presentations that simplified complex datasets, enabling informed decision-making for stakeholders.

EDUCATION

Master's Degree (M.Sc.) in Data Science
Technological University Dublin | February 2020
Bachelor's Degree (B.Sc.) in Information Systems
American University of Nigeria | May 2012

DATA PROJECTS

- **Emergency Services Data Insights:** Analysed 10+ years of Dublin fire and ambulance data to uncover response inefficiencies and seasonal call peaks. Built an interactive Tableau dashboard, enabling stakeholders to optimise resource allocation and improve emergency response times.
- **Consumer Spending Behaviour Analysis:** Leveraged Power BI to analyse Revolut transaction data (2020–2024), identifying key spending trends and high-expenditure periods. Delivered insights on consumer behaviour, highlighting purchasing patterns and financial decision-making drivers.
- **Global Loan Performance Analysis:** Processed 1.3M+ World Bank loan records to uncover repayment trends and disbursement delays. Provided strategic insights into improving fund allocations and regional financial efficiencies.
- **Education Equity Dashboard:** Developed a Tableau dashboard to assess Massachusetts public school performance, highlighting disparities in funding and accountability. Revealed key success factors for schools excelling despite financial constraints.
- **Customer Segmentation for iFood:** Used Excel and regression modelling to segment customers, identifying high-value users contributing to 20% of revenue. Insights informed targeted marketing strategies and revenue optimisation efforts.