

ORIGHOMISAN WILLIAM OMATSONE

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PROFESSIONAL SUMMARY

Data Analytics Specialist with 8+ years of experience in designing and deploying data visualization and reporting solutions using Power BI, SQL, and Python. Expert in building semantic models with advanced DAX measures and integrating Azure cloud services into data science workflows. Adept at solving complex problems and driving actionable business insights in fast-paced environments.

SKILLS

Visualization & Reporting: Power BI, Tableau, Data Analysis Expressions (DAX), Semantic Modeling

Data Integration & Automation: SQL, ETL Pipeline Development, Python Scripting

Cloud Technologies: Azure Data Factory, Azure Integration, AWS, Oracle Cloud Infrastructure

PROFESSIONAL EXPERIENCE

Senior Data Analyst

Vertice | Dublin, Ireland | February 2021 – Present

- Built automated ETL pipelines using Python and SQL to consolidate complex datasets from multiple business functions, reducing manual processing time by 25% and ensuring high-quality, timely insights.
- Developed interactive Power BI dashboards with advanced DAX measures and semantic models that delivered real-time KPIs, boosting operational efficiency by 20% and guiding strategic decisions.
- Integrated Azure cloud solutions into data science workflows to enhance data ingestion, model deployment, and scalability, supporting agile decision-making in a fast-paced environment.
- Collaborated cross-functionally and mentored junior analysts, resolving complex data challenges while clearly communicating actionable insights that drove continuous process improvements.

Data Science Intern

Vertice | Dublin, Ireland | April 2019 – May 2020

- Conducted rigorous data quality checks to support accurate reporting.
- Developed complex SQL queries for data extraction and transformation, ensuring efficient analytics workflows.
- Applied machine learning techniques, including clustering and classification, to support business intelligence projects.

Data Analyst

Dangote Industries Limited | Lagos, Nigeria | March 2015 – August 2018

- Developed automated ETL pipelines using Python to consolidate diverse datasets across various functions, reducing manual reporting time by 25% and delivering timely, high-quality strategic insights.
 - Designed and delivered Tableau dashboards that combined engineering, HSE, and production data for regulatory reporting and operational strategy, enabling real-time KPI monitoring and faster compliance responses.
 - Led the end-to-end development of scalable data pipelines for plant KPI monitoring, implementing validation layers to ensure data integrity across systems, dashboards, and reports.
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EDUCATION

M.Sc. Data Science – Technological University Dublin (Feb 2020)

B.Sc. Information Systems – American University of Nigeria (May 2012)

KEY PROJECTS

- **Emergency Services Data Insights:** Analyzed over 10 years of Dublin fire and ambulance data to uncover response inefficiencies and seasonal call peaks; built an interactive dashboard that enabled optimized resource allocation and improved 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.
 - **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.
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CERTIFICATIONS

[Google Data Analytics](#)