

OLUWAFAYOKEMI AARINOLA AJAYI

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PROFESSIONAL SUMMARY

Data Analyst with proven expertise in Excel, Power BI, SQL, specializing in data cleaning, transformation, and visualization. Experienced in optimizing ETL processes, developing interactive dashboards, and analyzing business performance to drive strategic decision-making. Adept at KPI tracking and integrating data insights to improve operational efficiency and customer engagement. Strong problem-solving skills with the ability to communicate complex data findings to stakeholders effectively.

PROFESSIONAL EXPERIENCE

Data Analyst

Nov 2023 – Current

Data Pluga PQPLUS Marketing Consult/Abuja, FCT, Nigeria

- Analyzed internal and external data sources to drive strategic decision-making, contributing to a 15% increase in revenue growth within six months.
- Leveraged database investigations and predictive analytics to provide data-driven recommendations, enhancing operational efficiency by 20%.
- Transformed raw data into actionable insights, identifying key trends that improved customer acquisition and retention by 25%.
- Collaborated with management and cross-functional teams to interpret data, leading to informed business strategies and a 30% improvement in marketing campaign effectiveness.
- Optimized data management processes by cleaning and validating datasets, improving data accuracy and integrity by over 95%.
- Identified patterns and correlations in complex datasets through advanced visualization techniques, enabling faster decision-making and a 40% reduction in reporting time.

Administrative Officer/IT Support

Aug 2020 – Mar 2024

Duncan Groups of Companies, Abuja, FCT, Nigeria

- Improved IT support response time by 40%, boosting overall office productivity.
- Enhanced customer support processes, reducing inquiry resolution time by 35%.
- Managed and optimized the company website, increasing online engagement by 25%.
- Conducted research that led to a 10% improvement in operational efficiency.

Learning Management Administrator

Jan 2018 – Dec 2018

EksuSmart School, Ado-Ekiti, Ekiti State, Nigeria

- Coordinated e-learning programs, increasing student engagement by 30% and improving staff adoption of digital learning tools.
- Streamlined database management, reducing administrative errors by 15%.
- Implemented training improvements that enhanced employee efficiency by 12%.

EDUCATION	M.Sc. Computer Science, <i>Ekiti State University, Ado Ekiti, Nigeria.</i>	Oct 2021
	B. Sc. (Ed) Computer Science <i>Adekunle Ajasin University, Akungba Akoko, Ondo State, Nigeria.</i>	Sept 2014
CERTIFICATION	• Diploma in Data Analysis and Business Intelligence, <i>International Qualification Award Forum London, United Kingdom/2024</i> • Data Analysis & Business Intelligence Development, <i>PQP Marketing Consult/2024</i> • Data Fundamentals, <i>IBM SkillBuild/ 2024</i> • Data Analytics with Excel and Power Bi training, <i>Upschool Africa /2023</i>	
TECHNICAL SKILLS	• Data Analysis Tools: Microsoft Excel, Power BI, SQL • Data Cleaning and Transformation: Power Query., DAX, ETL processes., • Data visualization and Reporting: Power BI, Tableau and Excel Charts • KPI Tracking and Business Intelligence: Performance Analytics, Data • Soft Skills: Team Collaboration, Effective Communication, Problem Solving, Time Management.	