

OLARONKE ADEGBITE

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Senior Data Analyst

PROFILE SUMMARY

Data-driven Microsoft Certified Data Analyst with a proven track record in providing actionable insights to support strategic decision-making and revenue growth. Adept at leveraging advanced analytics tools like SQL, Python, R, and BI tools to craft compelling data narratives and optimize performance across business units. Proven ability to manage cross-functional initiatives, identify KPIs, and deliver scalable analytics solutions for business operations. Skilled in creating data-driven insights, actionable recommendations and collaborating with stakeholders to drive strategic goals.

HIGHLIGHTS OF QUALIFICATIONS

- Developed and implemented interactive dashboards and KPIs across diverse sectors, enabling real-time performance tracking and data-driven decision-making across strategic business units, resulting in a 20% increase in data accessibility and operational efficiency year-on-year.
- Effectively implemented Zoho Suites, an ERP solution combining Zoho CRM, Zoho Books, and Zoho Inventory, within the FMCG division, resulting in a notable increase in performance efficiency. With real-time tracking, we now have visibility into individual staff contributions, leading to a measurable improvement of productivity by approximately 25%.
- Proficient in creating Microsoft Excel spreadsheets with advanced formulas and queries, and expert in SQL, Python, R programming language, Power BI and Tableau for data extraction, data transformation, and data visualization.
- Spearheaded comprehensive data analysis initiatives that directly contributed to a 25% revenue growth by identifying key revenue drivers, uncovering opportunities for optimization, and providing data-backed recommendations to stakeholders.
- Proven ability to track and analyze market trends, customer behavior patterns, and competitor activities. Translated complex market dynamics into strategic insights that informed product launches and sales initiatives.
- Demonstrated aptitude in engaging with diverse stakeholders to gather, interpret, and prioritize business requirements. Delivered analytical solutions tailored to align with organizational objectives, fostering strong partnerships and ensuring project success.
- Exceptional ability to convey complex data concepts and analytical results in clear, understandable terms, contributing to a 25% increase in data-driven decision-making efficiency.
- Soft skills: critical thinking, problem-solving, innovative, interpersonal skills, exceptional verbal and written communication skills, attention to details.

WORK EXPERIENCES

Senior Associate, Data & Strategy

Nov 2022 – Present

CapitalSage Holdings

- Leverage advanced data analysis techniques to collect, clean, and analyze transaction data, sales performance, and business trend data across diverse subsidiaries within the holdings, including financial technology, healthcare, agriculture, manufacturing, FMCG, and financial services.
- Design and implement scalable interactive analytical dashboards that track key business KPIs, resulting in a 20% increase in data accessibility and a 15% improvement in decision-making efficiency.

- Collaborate with internal teams, including sales, marketing, and finance, as well as external stakeholders, to identify key business challenges. Deliver strategic recommendations backed by data, leading to optimized performance across various departments and alignment with broader organizational objectives.
- Conduct in-depth research on industry trends, customer preferences, and competitor strategies, extracting actionable insights to drive informed decision-making and competitive positioning.
- Design financial models and delivered detailed reports to support C-level decision-making on strategic investments and resource allocation.
- Gather and document stakeholders' requirements to ensure alignment between data analysis efforts and organizational objectives, facilitating effective decision-making and solution development processes.

Head, Business Development

Jan 2021 – Oct 2022

CapitalSage Holdings

- Utilized market statistics and competitor analysis to inform strategic marketing partnerships, resulting in a 15% increase in client satisfaction and a 20% improvement in client retention rates.
- Generated regular reports and reviews incorporating sales and financial data, resulting in a 25% increase in data-driven decision-making efficiency and a 10% improvement in sales strategy effectiveness.
- Facilitated the collection of sales feedback from clients, analyzing insights and sharing them with internal teams, leading to a 30% reduction in response time for addressing client concerns and a 15% increase in client satisfaction ratings.
- Leveraged analytical skills to identify trends, patterns, and opportunities within sales data, resulting in a 20% increase in sales revenue and a 15% improvement in sales forecasting accuracy.
- Collaborated with cross-functional teams to gather and document stakeholder requirements, ensuring alignment between analytical efforts and organizational objectives, resulting in a 20% increase in stakeholder satisfaction.

Account Officer

Sept 2017 – Dec 2020

Access Bank PLC

- Demonstrated exceptional deposit mobilization growth of the team's balance sheet, achieving a remarkable 140% growth from CAD\$3.75m to CAD\$9m by July 2020, exceeding annual budget expectations.
- Cultivated new customer relationships and effectively managed existing ones, ensuring high levels of customer satisfaction and retention.
- Utilized CRM programs to conduct comprehensive business reviews and maintain accurate records of customer interactions, facilitating informed decision-making and strategic planning.
- Proactively identified and resolved unauthorized debits and overdrafts in customer accounts, ensuring compliance with banking regulations and maintaining customer trust and confidence.

EDUCATION

Master's Degree in Analytical & Environmental Chemistry	2016
Redeemers University • Ede, Nigeria	
Assessed as equivalent to a Master's degree in Canada by WES	

PROFESSIONAL TRAINING & CERTIFICATION

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| • Microsoft Certified: PowerBI Data Analyst Associate - Microsoft | 2023 |
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