ADEJORO RAYMOND OLAOTAN

Electrical Engineer | Business Data Analyst | ML Enthusiasts

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PROFESSIONAL SUMMARY

I am a detail-oriented Business Data Analyst with over 5 years of experience in data analysis and process improvement within the utility sector. Proven ability to analyse technical and commercial operations, ensuring accurate data tracking, and facilitating cross-functional collaboration to enhance operational efficiency and product readiness.

SKILLS

- ❖ **Data Analysis & Visualization: Power BI, Tableau, Excel, Python (Pandas, NumPy, Matplotlib)**
- ❖ **Statistical Methods:** Time Series Analysis, Regression, Clustering, Predictive Modelling.
- ❖ **Business Intelligence & Reporting:** Data Warehousing, Data Modelling, Integration Development, Reporting Automation.
- ❖ **Database Management:** SQL, MSSQL, Data Cleaning, ETL Tools.
- ❖ **Data Cleansing and Preprocessing:** Data wrangling, Missing value Imputation, Duplicate removal, Text Analysis.
- ❖ **Soft Skills: Problem Solving, Critical Thinking, Analytical Reasoning.**

PROJECTS

Airline Passenger Satisfaction ML Pipeline Data Analysis | *Python* / Link
- ❖ Developed a machine learning pipeline for predictive analytics, leveraging Random Forest and Logistic Regression models to forecast key business performance metrics.
- ❖ Engineered a data preprocessing and feature selection workflow using pandas and NumPy to enhance model accuracy and ensure robust predictive performance.
- ❖ Conducted exploratory data analysis (EDA) to identify key performance drivers and patterns, producing insightful visualizations that supported data driven decision making.

AdventureWorks Data Analysis Project | *SQL* / Link
- ❖ Developed advanced SQL queries to extract, transform, and analyse complex datasets across multiple schemas, uncovering insights on sales trends, employee demographics, and product performance.
- ❖ Developed advanced SQL queries to extract, transform, and analyse complex datasets across multiple schemas, uncovering insights on sales trends, employee demographics, and product performance.
- ❖ Applied business intelligence principles to calculate key financial KPIs, such as commissions, margins, and pricing tiers enhancing strategic insight into product profitability and workforce metrics.

Brazilian E-commerce Data Analysis | *Power BI* | Link
- ❖ Analyzed 100,000+ Brazilian e-commerce orders (2016-2018) using Power BI (Power Query, DAX) to assess delivery performance, customer satisfaction, and sales trends.
- ❖ Identified that 93.23% of orders were delivered on time and pinpointed product categories (e.g., "bed_bath_table") and weekdays (Wed/Thu) were most prone to late deliveries.
- ❖ Provided actionable insights to optimize logistics and enhance customer experience for a major e-commerce platform.

Revenue Analysis Project | *Excel* / Link
- ❖ Designed and automated an interactive revenue analysis dashboard in Excel/Power BI to monitor key business KPIs, including total revenue (₦322,966.75), quantity sold, and product performance across multiple branches.
- ❖ Conducted categorical performance segmentation revealing top-performing product lines such as Food & Beverages and Sports & Travel, contributing over ₦111,000 in combined revenue.
- ❖ Analyzed customer and gender-based revenue distribution, identifying those female customers accounted for higher revenue (₦167,882.93) compared to males (₦155,083.82), and those members generated slightly more total revenue than non-members.

EXPERIENCE

Business Data Analyst,
Ikeja Electric – *Lagos, Nigeria.*   *January 2022 – Present*

- ❖ Measure and analyse technical and commercial performance data to support management decision-making.
- ❖ Drive non-operations performance by tracking strategic technical metrics weekly, monthly, quarterly and annually while I also prepare and coordinate daily and monthly performance review sessions for the technical group.
- ❖ Generate periodic reports and departmental performance statistics across all touchpoints to inform management decisions and I also partner with cross-functional teams to deliver stable and reliable reporting platforms, ensuring data and statistical models are readily available on request.
- ❖ Develop broader monthly and quarterly performance reviews for the technical department and assist in creating and analyzing performance models for various technical units.

Data Analyst,
Ikeja Electric – *Lagos, Nigeria.*   *November 2019 – December 2022*

- ❖ Analyzed customer data trends to forecast operational gaps, reducing revenue leakages through improved compliance checks and reporting.
- ❖ Provide insight for team operations through statistical analysis of customer data to drive field activities at identifying revenue and energy leakages. Periodic Energy and Commercial loss Audit.
- ❖ Enforce action on consumer resorting to theft or illegal use of electricity. Weekly performance reporting.

Data Analyst Intern,
Quantum Analytics NG – *Lagos, Nigeria.*   *January 2022 – June 2022*

- ❖ Designed over 30 dashboards using **Tableau**, **Power BI**, and **Excel** improving stakeholder access and understanding.
- ❖ Developed and implemented data analysis methodologies that increase report accuracy by 25%, ensuring better decision-making process.
- ❖ Extracted, cleaned and analyzed large datasets using **SQL** and **Python**, reducing data processing time by 40%.
- ❖ Utilized aggregation and filtering techniques to enhance reporting workflows.
- ❖ Built Predictive models to forecast sales and revenue, achieving an 85% accuracy.

EDUCATION

Federal University of Agriculture, Abeokuta. Ogun State, Nigeria |

B.Engr. in Electrical & Electronic Engineering   *2016*

CERTIFICATION

Microsoft Certified:
Power BI Data Analyst Associate   *2023*