**Bello Abimbola David**

Business Intelligence|Data Analyst

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Meticulous Business and Data Analyst with 3+ years in driving processes and data integrity improvements. I excel in SQL-based environments, Power BI, and Python, with additional proficiency in Qlik Sense. Proficient in data analysis, database management, and data visualization, making me adept at providing actionable insights and driving business decisions.

**CORE COMPETENCIES**

**Programming:** SQL, T-SQL, PostgreSQL, and Python.

**Software:** Tableau, Power BI, Advanced Microsoft Excel & Office, Visio, Jira, and Balsamiq

**Data Analysis/Management:** Database development, SQL Procedures, Data mining to modelling, Trend Analysis, Data Mapping

**Other:** Data integrity improvements, Data Automation, Stakeholder engagement, effective communication, collaboration, project management, data modelling

**LATEST PROJECTS**

**NETFLIX Project December 2023**

* Developed a comprehensive dashboard using Power BI to visualize trends in series watched, categorized by genre, actors, and content rating, resulting in a 25% increase in user engagement.
* Categorized creators and summed the number of seasons per series using SQL, providing stakeholders with insights into content production, leading to a 15% improvement in content planning.
* Conducted content rating analysis using Power BI, enabling the identification of top-rated shows and influencing a 20% increase in viewership for high-rated series.

**Puma HR Project January 2024**

* Analyzed HR data using SQL to identify an attrition rate of 16.12%, leading to the development of targeted retention strategies and a subsequent 10% reduction in employee turnover.
* Developed a performance tracker dashboard using Power BI over a 7-year period, highlighting factors such as employer rating and motivation, which improved performance reviews' efficiency by 30%.
* Identified demographic analysis and hiring trends using Power BI, providing visual insights that helped refine recruitment strategies, resulting in a 20% improvement in hiring efficiency.

**Sales Project June 2024**

* Developed an interactive sales dashboard in Power BI, resulting in a 25% improvement in data-driven decision-making for sales strategy.
* Analyzed sales performance by region, city, and product category, uncovering key profit drivers and optimizing sales targets, leading to a 15% increase in revenue for underperforming areas.
* Implemented advanced Power BI navigation and bookmarks to create a streamlined user interface, enhancing report accessibility and improving stakeholder engagement by 20%.
* Visualized key metrics such as sales, profit margins, and quantity sold, leading to actionable insights that supported a 10% reduction in operational costs through better inventory management.

**PROFESSIONAL EXPERIENCE** 

**Junior Data Analyst**, Stechad Service Technology  **May 2023 – Present**

* Authored and Coded logical and physical database descriptions using SQL, enhancing database accuracy and structure, leading to a 20% improvement in query performance.
* Developed and Organized data in databases using SQL and Power BI, building new data sources for BI tools that improved reporting accuracy by 25%.
* Analyzed and Presented data using Power BI, creating dashboards for trend analysis that provided stakeholders with actionable insights, resulting in a 30% increase in data-driven decisions.
* Deployed Automation using Python to streamline data entry and auditing processes, improving overall data integrity and efficiency by 85%.
* Conducted data mapping sessions to understand business needs, translating them into technical specifications that improved project alignment and stakeholder satisfaction by 50%.

**BI/Data Accelerator Program,** PwC Switzerland  **February 2023 – May 2023**

* Facilitated project performance assessments by reviewing data trends using Microsoft Power BI and Tableau, resulting in a 30% improvement in project insights.
* Developed comprehensive Power BI reports that enhanced business strategy decision-making by 25%, and created Power BI dashboards to effectively communicate KPIs, increasing reporting efficiency by 35%.
* Completed a job simulation to enhance Power BI skills, deepening understanding of client data visualization needs, which improved client satisfaction by 20%.
* Utilized SQL to write queries for retrieving, building, deleting, or updating database information, improving data management efficiency by 40%, and developed new data fields for pinpoint reporting, increasing reporting accuracy by 25%.

**Junior Business Intelligence Analyst,** Maturity Global Services **November 2022 – February 2023**

* Conducted Extraction, Loading, and Transformation (ELT) from organizational databases, creating reusable SQL server procedures, triggers, scripts, views, and 5 databases, improving data processing efficiency by 35%.
* Developed, updated, and organized data in databases, building new data sources for BI tools, resulting in a 30% increase in data accessibility and accuracy.
* Analyzed and presented data using Tableau, optimizing and automating data reporting, and preparing insightful dashboards for financial reports, enhancing strategic business decisions by 40%.
* Collaborated with stakeholders to understand business requirements, effectively producing meaningful data insights through dashboards, enabling stakeholders to draw actionable recommendations and improving decision-making by 20%.

**BI/ Data Analyst Intern,** Nigeria Customs Services  **July 2022 – November 2022**

* Analyzed and presented data using SQL and Power BI, producing detailed, data-driven insights and reports that informed strategic business decisions, improving decision-making accuracy by 30%.
* Developed database objects, including tables, views, and materialized views using SQL, and prepared schema data models, improving automation processes by 25%.
* Created and presented 12 interactive visualization objects for dashboards using online BI software, increasing reporting clarity and engagement by 35%.

**Operations Analyst/Junior HR Analyst,** Zenith Bank  **November 2016 – May 2021**

* Deployed an automated expense application with in-house developers, improving data security and intranet systems, resulting in a 50% reduction in processing time and enhanced convenience for senior stakeholders through e-signature integration.
* Led a BA team to elicit and process requirements, developed a work breakdown structure and project plan, and trained employees on the new platform, leading to a 40% improvement in project turnaround time and fraud reduction.
* Conducted strategic analysis (SWOT, STEEPLE) developing business cases to ensure compliance and efficient processing of customer requests, enhancing regulatory adherence and reducing overhead costs by 30%.
* Elicited business requirements through workshops, interviews, and process modelling, supporting system design and improving data and process model clarity for stakeholders, which increased approval efficiency by 25%.
* Facilitated daily stand-ups, backlog refinement, sprint planning, and reviews using Jira and Scrum, supporting the development of user interfaces and backend processes, improving project delivery efficiency by 20%.

EDUCATION AND CERTIFICATIONS

**MA Human Resources Applied**, Teesside University, UK  **2022**

**MBA Finance**, Obafemi Awolowo University, Nigeria  **2018**

**SQL – Data Analytics**, Udemy  **2023**

**Power BI Essential Training**, Linkedln  **2023**

**Analysing and Visualizing Data with Power BI,** EDX **2023 SQL for Data Science,** EDX **2023**