ADEPOJU ADELEYE

Business Analyst | BI Analyst
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PROFESSIONAL SUMMARY

Business-focused Business Analyst and BI Analyst with 5+ years of experience gathering and translating business requirements, analyzing operational processes, and delivering data-driven solutions across reporting, KPI tracking, customer analytics, and executive decision support. Skilled in requirements elicitation, business process analysis, stakeholder management, gap analysis, and solution design, backed by strong technical proficiency in Power BI, SQL, Excel, Tableau, Python, data modeling, and ETL. Proven track record of identifying business needs, streamlining processes, and converting raw data into insight-led recommendations that reduce reporting effort, improve data accuracy, and drive measurable operational and commercial outcomes.

WORK EXPERIENCE

Business Analyst (BI & Reporting) July 2025 - Present
Awake to Power Communications - Lagos, Nigeria

- Gathered and translated business requirements from operations, productivity, and leadership stakeholders into 8+ Power BI and Excel dashboards, enabling faster, data-driven decisions across the organization.
- Led a reporting process-improvement initiative that automated weekly and monthly performance reporting, reducing manual reporting effort by 45% and giving managers faster access to decision-ready insights.
- Conducted data quality assessments and process documentation across 50,000+ structured and unstructured records, improving reporting accuracy, consistency, and stakeholder trust in business data.
- Defined KPI frameworks and business rules for productivity, customer engagement, campaign performance, and organizational growth, improving visibility into underperforming areas by 30%.
- Facilitated cross-functional stakeholder discussions to elicit requirements and translate business questions into SQL, Excel, and Power BI reporting solutions, cutting ad-hoc analysis turnaround from 2 days to same-day insights.

Freelance Business Analyst July 2024 - May 2025
Data Analytics Elites Global Community - Remote

- Partnered with stakeholders to scope and deliver 10+ analytics projects covering customer analysis, sales performance, operational reporting, and executive KPI dashboards for community-led business cases.
- Conducted business process analysis and exploratory data analysis on datasets of up to 250,000 rows, uncovering customer, product, and revenue trends to inform business recommendations.
- Elicited stakeholder requirements to design Power BI dashboards with slicers, drilldowns, KPI cards, and trend visuals, improving stakeholder interpretation of performance metrics by 35%.

- Standardized data cleaning, preprocessing, and business workflow documentation in Excel, SQL, and Python, reducing recurring data quality issues by 30%.

Business Analytics Consultant February 2024 - June 2024
KPMG AU - Data Analytics Program - Remote

- Assessed customer and transaction data and business processes for quality gaps, duplicates, inconsistencies, missing values, and outliers, documenting remediation recommendations for stakeholder review.
- Elicited business requirements and built Power BI dashboards and customer segmentation models to identify high-value customer groups, buying behavior, and revenue opportunities.
- Translated analytical findings into business recommendations that helped stakeholders prioritize the top customer segments for targeted marketing and retention strategy.

Marketing Business Analyst July 2023 - January 2024
Welup Digital - Lagos, Nigeria

- Gathered stakeholder requirements and analyzed campaign, customer survey, website, and social media data across 12+ digital campaigns to measure engagement, conversion patterns, and customer behavior.
- Delivered Excel and Power BI performance reports that reduced campaign reporting time by 40% and improved stakeholder visibility into marketing ROI and customer acquisition trends.
- Identified audience and content trends that informed segmentation strategy, product messaging, and customer experience improvements, contributing to an estimated 18% uplift in engagement.

Business Analyst February 2023 - June 2023
Kedrus Academy - Lagos, Nigeria

- Gathered stakeholder reporting requirements and extracted, cleaned, and analyzed learner, operational, and business datasets using SQL and Excel to answer business questions.
- Designed KPI reporting frameworks tracking attendance, training performance, engagement, and operational efficiency, improving reporting accessibility for management stakeholders.
- Improved dataset consistency by 25% through requirements-driven data validation, duplicate checks, and standardized reporting templates.

Operations Reporting & Documentation Coordinator August 2017 - August 2022
Garment Trims and Accessories - Dubai, UAE

- Documented business processes and prepared daily and weekly operational reports, incident logs, and compliance records for management review and decision support.
- Analyzed and streamlined information organization and documentation processes, improving record retrieval speed and operational traceability by 35%.
- Analyzed incident patterns and reporting records to support process improvement, compliance monitoring, and cross-functional coordination across operations.

PROJECT HIGHLIGHTS

- **Customer Data Analysis & Interactive Dashboard (Power BI + SQL):** Gathered business requirements and analyzed customer purchasing behavior across regions, demographics, and

product categories; built an interactive dashboard tracking revenue, spending patterns, and sales opportunities.

- **Best Way Computer & Accessories Analysis (SQL + Power BI):** Queried and modeled sales data to evaluate laptop performance, processor ratings, storage trends, high-demand products, and inventory planning opportunities.
- **Ope's Cuisine Restaurant Analysis (SQL + Power BI):** Designed a relational database model and dashboards to monitor orders, revenue, profitability, peak periods, and customer purchasing behavior; automated reporting for management use.

EDUCATION

B.Tech (Hons) Civil Engineering - Ladoke Akintola University of Technology, Oyo State — Aug 2009 - Jan 2015

SKILLS

Business Analysis: Requirements gathering & elicitation, business process analysis & mapping, gap analysis, stakeholder management, KPI/business rule definition, solution design, documentation, use-case & reporting specification

Business Intelligence & Visualization: Power BI, Tableau, Microsoft Excel, PivotTables, Power Query, DAX fundamentals, dashboard design, data storytelling

Databases & Analytics: SQL, MySQL, PostgreSQL, data extraction, data cleaning, data validation, data modeling, ETL processes, KPI tracking, statistical analysis

Programming & Tools: Python, pandas, NumPy, Jupyter Notebook, Microsoft Office 365, Google Sheets, reporting automation, business intelligence reporting

Core Competencies: Stakeholder management, requirements gathering, problem solving, analytical thinking, communication, decision support, attention to detail, cross-functional collaboration

CERTIFICATIONS

- Microsoft Power BI Data Analyst (PL-300) - 2025
- Data Science & Machine Learning Bootcamp - 2024
- Data Science Certification - 2024
- Data Analyst Certification - 2023