

Bryony Abidemi

DATA ANALYTICS

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PROFESSIONAL SUMMARY

Data Analyst with hands-on experience in SQL, Python, Power BI, and Excel, applied across operational, inventory, eCommerce, and marketing data. Background spans daily plant-level KPI reporting, pricing and customer behaviour analysis, and CRM data integrity work, consistently turning raw data into dashboards and insights that inform operational decisions. Comfortable partnering with stakeholders to define reporting requirements and key metrics and translating them into clear reporting outputs. MSc in International Business (Business Intelligence & Data Analytics focus) from Hult International Business School.

CORE SKILLS

- **Technical & Data Tools:** SQL (Joins, Aggregations, Window functions), Python (Handling missing values, dtype conversion), Excel (Pivot Tables, Power Query, VLOOKUP/XLOOKUP), Power BI (Data modelling, DAX)
- **Visual Design & BI:** Data Visualization, Executive Dashboarding, Visual Storytelling
- **Business & Strategy:** Business Intelligence, KPI Tracking, Performance Monitoring, Ad-hoc Reporting, Requirements Gathering, Process Optimization

RELEVANT EXPERIENCE

Junior Operations Analyst Barrel Accessories and Sales Co. (BASCO) (Remote, USA)	July 2025 – Present
• Partnered with operations teams to define reporting requirements and key metrics for plant-level KPI dashboards • Delivered daily and weekly operational KPI reporting across yield, waste, giveaway, and throughput metrics to improve plant-wide visibility. • Designed Power BI reports for non-technical stakeholders, prioritising clear visual hierarchy, drill-through navigation, and plain-language KPI labelling • Partnered with operations teams to isolate 3 recurring line inefficiencies from downtime log analysis, feeding findings directly into weekly production review decisions. • Identified a recurring downtime pattern in batch logs linked to a specific shift/equipment cause, leading to a process change that cut minor stoppages by 8% over a quarter.	
Data Associate TuraTech Engineering Consultancy Service (Wednesbury, UK)	May 2023 – May 2025
• Restructured internal reporting workflows across 3 project teams, cutting manual reporting time by 2 hours and eliminating recurring formatting errors flagged in audits. • Wrote SQL queries (joins, aggregations, window functions) to reconcile records across 4 tables and flag data quality issues, reducing manual review time by 10%. • Cleaned, standardized, and structured a database of 500+ CRM records in Excel (using Conditional Formatting to remove errors, duplicates and fill missing fields with VLOOKUP), eliminating missing fields and reducing pipeline reporting delays by 30%. • Standardized naming conventions and tracking workflows across 200+ technical and contractual documents, cutting retrieval times by 30% and maintaining audit readiness.	

EDUCATION

Master of Science (MSc) in International Business (Sept 2025) Hult International Business School, London, UK
Course Focus: Business Insights through Data; Business Intelligence; Financial Management; Project Planning & Execution; Data Storytelling with Power BI
Awards: Future Leader Scholarship, Entrepreneurial Spirit Scholarship

CERTIFICATIONS

- **NCFE Level 3 Certificate in Data** — Netcom Training (July 2026)
- **IBM Data Analyst Professional Certificate** — Coursera (Jan 2025)
- **Business Analytics: Decision-Making Using Data** — University of Cambridge (Oct 2024)