

DEBORAH AFOLARIN

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Dynamic Business Analyst who bridges the gap between business needs and technical solutions to drive revenue and operational excellence. Leveraging a diverse background across digital marketing, sales, and financial analysis, delivers end-to-end Power BI dashboards and advanced SQL/Python data models. Adept at leading cross-functional teams within Agile frameworks to optimize workflows, align stakeholders, and deliver performance-improving insights across the retail, healthcare, marketing, and finance sectors.

TECHNICAL SKILLS

- **Project Management & Collaboration:** JIRA, Azure DevOps, Confluence
- **Documentation & Analysis:** BRD, PRD, UAT, RACI Matrix, Business Case
- **Process Mapping & Visualization:** Microsoft Visio, Lucidchart
- **Cloud & Collaboration Tools:** Microsoft Windows Server, Google Suite, Microsoft Office Suite, Slack, Zoom, Team Viewer
- **Data Tools:** Excel, Power BI, Tableau, SQL, Python, Snowflake, dbt, Apache Airflow, AWS S3, Google Analytics 4 (GA4)

CORE COMPETENCIES

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| • Requirements Gathering | • Gap Analysis | • Change Management |
| • Stakeholder Management | • Workflow Optimization | • Customer Journey Mapping |
| • Data Analysis | • User Stories | • Business Strategy |
| • Process Improvement | • Business Requirements Document | • Agile Transformation |
| • Business Process Mapping | • Functional Specifications | • Continuous Improvement |

PROFESSIONAL EXPERIENCE

Business Analyst (Remote)

Amdari Inc. UK

November 2025 – June 2026

- Utilized collaboration tools (Slack, Zoom, TeamViewer) and project management platforms (JIRA, Trello, Azure DevOps) to maintain consistent communication with stakeholders and team members, providing timely updates on project progress and milestones.
- Worked closely with development teams to ensure requirements clarity, providing guidance and clarifications while actively participating in testing, QA, and UAT, improving solution accuracy and reducing rework.
- Identified and thoroughly documented project scope, objectives, and constraints, defining key performance indicators (KPIs) to measure solution success and ensure alignment with business goals.
- Created comprehensive Business Requirements Documents (BRD) and captured functional and non-functional requirements to align project deliverables with organizational objectives.
- Compiled and managed user stories, facilitating clear communication and consensus between stakeholders and development teams.
- Developed data-driven KPIs, visualizations, and reports using Power BI and Excel, enabling strategic decision-making and business insights across departments.
- Leveraged MySQL and other database tools to extract, analyze, and interpret customer and operational data, guiding marketing and production strategies, which led to a 21% increase in sales performance and 14% reduction in operational costs.

Inbound Agent

IO Solutions Contact Center(WFH) – Canada

January 2023 – July 2023

- Resolved customer inquiries quickly, achieving 80% satisfaction rate.
- Boosted customer retention and upsell opportunities by 15%.
- Increased first-call resolution rates by 10% through needs assessments and tailored solutions.

Digital Marketing Assistant

Haelsoft Digital – Lagos, Nigeria

January 2022 – October 2022

- Implemented on-page SEO and e-commerce optimization strategies, improving search visibility and product discoverability, which contributed to increased organic traffic and online sales engagement.

- Updated and maintained WordPress websites, enhancing user experience (UX), mobile responsiveness, and content accessibility, while ensuring alignment with SEO best practices.
- Managed and optimized blog posts, service pages, and product listings, incorporating keyword research and structured data improvements to drive content relevance and ranking performance.
- Monitored digital performance using Google Analytics and Google Search Console, analyzing traffic trends, user behavior, and campaign performance to inform data-driven marketing decisions.
- Collaborated with graphic designers, content creators, and marketing teams to develop visually appealing and impactful digital campaigns that aligned with brand strategy.

Medical Sales Representative

SKG Pharma Limited – Lagos, Nigeria

February 2018 – February 2022

- Managed a customer portfolio of 50+ clients, driving consistent sales growth and achieving monthly sales quotas through strategic account management and relationship building.
- Oversaw monthly stock inventory, ensuring optimal product availability, timely replenishment, and accurate tracking of pharmaceutical stock levels.
- Maintained financial records and sales documentation, supporting accurate reporting, invoicing, and performance analysis for management decision-making.

PROJECTS

Extern, Amazon Operational Strategy and People Analytics(Remote)

August 2025

- Conducted a workforce analytics study using Python, Tableau, Excel, Google Sheets, and AI, leveraging sentiment analysis, thematic analysis, prioritization frameworks, and root-cause analysis.
- Built visual dashboards identifying at-risk employee cohorts and proposed retention strategies projected to reduce attrition by 12%.
- Produced insights to guide HR and leadership decision-making, aligning with workforce optimization goals.

Extern, Breaking Games Ecommerce Data Analysis(Remote)

Aug 2025 – Oct 2025

- Analyzed the end-to-end customer journey to identify trends, pain points, and opportunities for improving customer experience, engagement, and business performance.
- Analyzed complex business problems and leveraged AI-powered tools to conduct research, evaluate alternatives, and develop structured, data-driven solutions.
- Transformed raw datasets into actionable insights and strategic recommendations through data analysis, visualization, and reporting, supporting informed business decision-making.

Extern, Arc70 Capital LLC Financial Analysis(Remote)

November 2025

- Developed financial models and valuation frameworks to support capital planning, investment decisions, and long-term fiscal sustainability.
- Conducted sensitivity and variance analyses on property portfolios, quantifying risk exposure and identifying key financial drivers for decision-making.

EDUCATION

Data Analysis – Robertson College, Canada

2025

Biochemistry – Federal University of Agriculture, Abeokuta, Nigeria

2014

CERTIFICATION

Business Analysis – 10Alytics, Remote

2026

Junior IT Analyst – NPower Canada

2023