

IMRAN OMOLAJA

Data Analyst

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PROFESSIONAL SUMMARY

Detail-driven Data Analyst with hands-on experience transforming raw data into actionable insights that support business and product decisions. Skilled in SQL, Excel, Tableau, Google Sheets, and PostgreSQL, with a strong track record analyzing trends, tracking KPIs, evaluating performance, and building dashboards used for strategic direction. Passionate about solving problems, improving user experience, and helping organizations make smarter, data-driven decisions.

CORE COMPETENCIES

- **Data Analysis & Visualization:** SQL (PostgreSQL), Excel, Google Sheets, Tableau, data modeling, dashboard design
- **Business & Product Analytics:** KPI tracking, product metrics, market research, competitor analysis, requirements gathering
- **Reporting & Process:** Report automation, process optimization, documentation
- **Programming:** Python (Beginner)
- **Professional Skills:** Communication, problem-solving, critical thinking, attention to detail, collaboration

PROFESSIONAL EXPERIENCE

Fintech Transaction & Customer Behavior Analysis | Tools: Excel

- Analyzed fintech transaction data covering transaction value, payment methods, order status, products, customers, and purchasing behavior to identify business and customer trends.
- Developed key performance indicators including Total Transactions, Total Transaction Value, and Transaction Success Rate, alongside recency, frequency, and seasonal analysis.
- Identified transaction and customer behavior patterns that could support payment-process improvements, customer retention strategies, and revenue growth.

Project Link:

<https://1drv.ms/x/c/b52023d9972661aa/IQAL6gsR5hpQTYJpWxNf6LGSAZxwweUtYWMGFqsRL42Q4fY?e=b6xeVu>

Nigeria Education Performance Analytics | Tools: Tableau

- Analyzed education data covering literacy rates, school distribution, population, and regional performance to identify geographic disparities in education outcomes.
- Designed interactive Tableau visualizations to examine regional trends, school availability, literacy performance, and differences across locations.
- Translated complex education data into an interactive dashboard that highlighted performance gaps and resource-allocation opportunities for evidence-based education planning.

Project Link: https://public.tableau.com/views/NigeriaEducationPerformance/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Utility Revenue Protection & Loss Analysis (Ikeja Electric) | Tools: PostgreSQL, Tableau

- Engineered a realistic 2,400-row billing dataset with calculated profit, payment-status flags, and area-level cost structures to simulate a Nigerian distribution company.
- Built a parameter-driven Tableau dashboard (p.Area, p.Metric) with a profit-by-state map, dual-axis revenue-cost trend, and a dynamic area deep-dive table to pinpoint loss-making service areas.
- Highlighted that Ikorodu accounted for 12% of total revenue leakage due to low prepaid-meter penetration, directly influencing a meter-rollout recommendation that could recover ₦80M per year.

Project Link: https://public.tableau.com/views/Portfolioproect_6/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Customer Retention & Cohort Analysis (SQL-Driven) | Tools: PostgreSQL (window functions, CTEs, date/time functions, pivot logic)

- Processed 1M+ online retail transactions by removing invalid quantities and null customer IDs, then aggregated distinct customer-month pairs to create a clean base table.
- Calculated first-purchase cohort month and month-offset using AGE() and DATE_TRUNC(), enabling precise measurement of repeat purchase behavior.
- Built a retention matrix via COUNT DISTINCT ... FILTER (WHERE month_offset = n) that pivoted 6 months of retention per cohort, revealing a 35% Month-1 drop-off and a stabilization around 20% by Month 3 — directly informing the marketing team's re-engagement window.

Netflix Content Analytics | Tools: ParseHub, Excel, Tableau

- Scraped and collected Netflix movie and TV-show data using ParseHub, transforming web-based information into a structured dataset for analysis.
- Cleaned and prepared the scraped dataset in Excel, resolving duplicates, missing values, inconsistent formats, and data-quality issues to produce analysis-ready data.
- Analyzed content distribution across genres, countries, release years, and content types to identify catalogue patterns and trends.

Project Link: https://public.tableau.com/shared/5SZ65TQKD?:display_count=n&:origin=viz_share_link

EDUCATION

Associate Degree, Computer Science

University of the People | 2025 – Present

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Excel 365 (Beginner, Intermediate, Advanced) – DisasterReady
- Data Visualization – Forage
- Data Visualization with Tableau – Tableau
- Learning Data Analytics – LinkedIn
- Foundations: Data, Data Everywhere – Google
- Introduction to Data Analysis – IBM

KEY TRANSFERABLE SKILLS

- Strong analytical thinker with proven ability to turn raw, messy data into clear, actionable business insights.
- Skilled at building interactive dashboards and reports that support strategic, data-driven decision-making.
- Effective communicator, comfortable translating technical findings for non-technical stakeholders.
- Detail-oriented and highly collaborative, with strong problem-solving and critical-thinking skills.

REFEREES

Available upon request.