

# Mahabubah Adetunji

## Power BI, DAX, Power Query & Data Visualisation

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### PROFILE

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Aspiring Data Analyst with hands-on Power BI project experience covering the full analytical workflow: data cleansing in Power Query, data modelling, DAX measures and management-ready dashboard design. Brings a background in user and market research from a prior career in Product/UX Design, with a proven ability to translate raw data into clear, evidence-based insight for stakeholders. Comfortable turning raw transactional data into commercial insight and actionable business recommendations. Actively building professional analytical experience and looking for an entry-level Data Analyst / Power BI role where I can contribute strong analytical foundations and continue developing under experienced mentors.

### KEY STRENGTHS

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- Hands-on Power BI end-to-end: data cleansing, data modelling, DAX measures, dashboard design and communication of findings.
- Comfortable working with real transactional datasets and applying data-quality checks and standardisation before analysis.
- Strong understanding of core analytical patterns: KPI tracking, trend analysis, segmentation by region and category, profit margin analysis and time-intelligence measures.
- Background in user and market research, bringing an established ability to gather requirements, identify patterns in data and translate findings into clear recommendations for stakeholders.
- Comfortable translating analytical findings into concise, evidence-based business recommendations.
- Committed to structured, honest working: documenting assumptions, checking data quality, and being transparent about what the analysis does and does not support.

### TECHNICAL SKILLS

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**Power BI:** Dashboard design, data modelling (star schema and date dimension), interactive slicers, drill-downs, cross-filtering, KPI cards and trend visualisation.

**DAX:** Custom measures (Total Sales, Total Profit, Profit Margin %, Average Order Value), time-intelligence functions for month-over-month and growth analysis, calculated columns and semantic model logic.

**Power Query:** Data cleansing, data-type standardisation, transformation and preparation of transactional datasets for analytical reporting.

**Data Modelling:** Date-based dimensional modelling, structured schemas designed to support KPI, trend and segmentation analysis.

**Data Visualisation & Storytelling:** Building management-ready dashboards and translating analytical findings into clear, decision-ready insights and business recommendations.

**Excel:** Formulas, pivot tables, charts, data cleaning and analytical reporting.

**Other Tools:** Figma, Canva, GitHub, Jira, Miro.

### PERSONAL PROJECT

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#### Sales & Profitability Dashboard – New Zealand Transactional Data (Power BI)

*End-to-end Power BI analytical project covering data cleansing, modelling, DAX development, visualisation and business recommendation.*

- Developed an interactive Power BI sales and profitability dashboard analysing 499 transactions across New Zealand, providing visibility into revenue, profit, product and regional performance.
- Transformed and cleansed a 7-field transactional dataset using Power Query, performing data-quality checks, data-type standardisation and preparation for analytical reporting.
- Designed a structured date-based data model and developed 15+ DAX measures and KPIs covering Total Sales, Total Profit, Profit Margin %, Orders, Average Order Value, Average Profit and growth metrics.
- Built KPI and trend analysis to monitor sales and profit performance over time, enabling identification of periods of increased or decreased commercial performance.
- Developed regional and category-level analysis to identify top and underperforming markets, supporting evidence-based recommendations around sales focus and resource allocation.
- Analysed profit margin by product and category, enabling comparison between high-revenue products and products delivering stronger profitability.
- Implemented interactive slicers, drill-downs and cross-filtering, allowing users to move from high-level KPIs into region → category → product-level performance.
- Created monthly sales and profit growth measures using DAX time-intelligence techniques to support performance comparison and trend monitoring.
- Produced a management-ready dashboard and translated analytical findings into 5+ data-driven insights and 3 business recommendations, demonstrating the ability to convert raw transactional data into actionable business intelligence.

WORK EXPERIENCE

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- Product Designer** / *Basqet, Lagos, Nigeria*

Jan 2023 – Sep 2023

  - Conducted user research and analysed behavioural data to identify key user pain points, translating findings into actionable, evidence-based recommendations.
  - Built and maintained data-informed design guidelines to ensure consistency across mobile, web and app platforms.
  - Used qualitative and quantitative user feedback to guide product decisions that improved customer satisfaction.
- Product Design Intern** / *Beam, Remote, Nigeria*

Oct 2022 – Dec 2022

  - Collaborated with a cross-functional team of designers, developers and therapists, analysing user feedback to inform product improvements.
  - Built and tested interactive prototypes, using usability data to iterate on decisions with stakeholders.
- Product Design Intern** / *Symfonia, Lagos, Nigeria*

Mar 2022 – Jul 2022

  - Conducted market research and analysed customer needs data to inform new product feature ideas.
  - Created user personas and journey maps from qualitative research data, and tested prototypes against user behaviour.

EDUCATION

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- Birmingham City University**

Birmingham, United Kingdom

MSc User Experience Design (Predicted Distinction)

Sep 2024 – Sep 2025

*Relevant modules: Human Computer Interaction, Research Methods and Evaluation, UX Development, Visual Interface Design.*
- University of Ilorin**

Ilorin, Nigeria

BSc Information and Communication Science (2:1)

Dec 2017 – Dec 2022

*Relevant modules: Database Development and Management, Information Storage and Retrieval, Operating Systems, Computer Programming.*

CERTIFICATIONS / CONTINUED LEARNING

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- Self-directed Power BI practical project: end-to-end data cleaning, modelling, DAX and dashboard design (2026).

ADDITIONAL INFORMATION

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Actively continuing to develop analytical skills through personal projects and ongoing learning. Comfortable working independently, taking direction, and asking questions when needed. Available for interview at short notice.