

LEKAN OLOWOOKERE

IT Professional & Analytics

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PROFESSIONAL SUMMARY

Results-driven Data Analyst with 2+ years of experience leveraging data, technology, and business intelligence to deliver actionable insights and improve operational performance. Backed by a strong foundation in Information Technology, I specialize in Power BI, SQL, Python, Advanced Excel, Power Query, and data modeling to build scalable reporting solutions and interactive dashboards. At QaQc Consulting, I queried 2M+ records to uncover a £180K revenue gap and developed 6 executive dashboards that reduced leadership reporting time by 40%. Designed a Marketing Performance Analytics using 14,000+ campaign records, enabling stakeholders to monitor campaign performance, optimize marketing spend, and make data-driven decisions.

CORE SKILLS & TOOLS

Technical & Data	SQL, Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Plotly), NVivo, Excel (Advanced), Microsoft Office Suite, Google Workspace.
Analysis & Methods	Data Engineering, Data Cleaning & Transformation, KPI Development, EDA, RFM Modelling, Statistical Analysis, DAX, Web scraping.
Visualization & BI	Microsoft Power BI, Tableau, Power Query, Excel Dashboards, Interactive Dashboards.
Platforms	Jupyter Notebook, GitHub, Microsoft Teams, Slack, Google Colab, Git.
Soft Skills	Analytical Thinking Problem Solving Stakeholder Management Data Storytelling Communication Team Collaboration Attention to Detail.

PROFESSIONAL EXPERIENCE

Data Analyst | QaQc Consulting

2025 – 2026 | *Remote*

Key Achievements:

- Built 6 Power BI dashboards covering revenue, retention, and operational KPIs; leadership reporting time dropped by 40%.
- Queried 2M+ records in SQL and found a £180K revenue gap the business didn't know existed, traced to untracked discount patterns; the finding went directly into pricing policy.
- Used NVivo to analyse stakeholder interview data across 3 client projects; the themes I identified fed into senior-level service delivery recommendations.
- Built an RFM segmentation model that informed a targeted retention campaign; repeat purchase rate went up 22% within two quarters.

Responsibilities:

- Architect, develop, and maintain Power BI and Excel reporting solutions for senior and cross-functional audiences.
- Manage SQL data extraction and transformation workflows across multiple relational sources.
- Use both quantitative and qualitative methods; including NVivo coding to answer complex business questions.
- Bridge data and business teams, turning requirements into models and findings into decisions.

Junior ICT Staff | Confluence University of Science and Technology

Nov 2023 – Dec 2024

Key Achievements:

- Co-wrote Python automation scripts with senior staff that cut 30 hours of manual processing per month from the team's workload.
- Designed and presented data visualisation reports at institutional strategic planning sessions with senior faculty and management.
- Contributed to SQL database architecture changes that improved query performance and data accessibility across departmental systems.
- Co-led a tooling rollout and training programme across the ICT department. Team proficiency lifted by 25% and adoption finished ahead of schedule.

Responsibilities:

- Maintained Python scripts used to handle data collection, transformation, and automated reporting across university data systems.
- Supported database design and ongoing administration, maintaining data integrity and optimizing query performance under live operational conditions.
- Produced structured data visualization outputs for departmental planning and provided technical documentation to support knowledge transfer.
- Collaborated with senior ICT staff and administrative teams to ensure reporting outputs aligned with institutional data standards and operational requirements.

KEY PROJECTS

Online Retail Sales Intelligence Platform

Excel | DAX | Power BI | Big Data Processing | Customer Analytics

Started with a mess: 500,000+ e-commerce transactions spread across 38 sales regions, tracked in disconnected spreadsheets nobody trusted. I cleaned the data in Excel first; about 18% of it had errors, gaps, or duplicates, then built time-based features and moved everything into Power BI. The result is a two-page dashboard with four core KPIs (Revenue, AOV, Transactions, Customers) that stakeholders can now explore themselves instead of waiting on a spreadsheet request. The numbers told a clear story: the top 10% of customers account for most of the revenue, peak periods make up 38% of all transactions, and a handful of product lines have been quietly underperforming for a while.

Marketing Performance Analytics & Business Intelligence

Data Engineering | Power Query | Power BI | DAX | Data Modelling | Business Intelligence

Built an executive dashboard from 14,000+ campaign records spanning 4 marketing channels, 10+ ad platforms, 15+ campaigns, and 50+ ad sets; all of it previously scattered and reported separately. I set up a proper dimensional model with a Calendar table, then wrote 15+ DAX measures covering Spend, CTR, CPC, CPM, Impressions, Clicks, Conversions, Conversion Rate, ROI, and Video Views. The finished dashboard gives marketing leads 8 KPIs and 3 analytical tables in one place, with trend analysis and cross-filtering built in, so they can compare channels, spot seasonal patterns, and decide where ad spend actually works, without pulling numbers from five different platforms first.

Forensic Data Analytics & Compliance Intelligence

Excel | Tableau | Data Classification | Forensic Analysis

Went through live transactional records across 10+ data categories for a multi-site business, looking for signs of financial irregularity. Classified and analyzed the data in Excel and flagged 4 high-risk clusters that got escalated for formal review. I then built a Tableau dashboard to pull the patterns together in one view, which cut manual case review time by 30%. The final compliance report was written to Big Four documentation standards; not just for auditors, but so business stakeholders without a forensic background could actually follow what the irregularities meant.

EDUCATION & CERTIFICATIONS

BSc Information Technology | Confluence University of Science and Technology, Nigeria

Key Modules: *Data Analysis, Statistical Computing, Database Systems & Management, Python Programming*

Award: *Dean's List*

Certification:

- National Youth Service Corps (Completed) 2026
- Associate Data Analyst, DataCamp (2026)