ODUNLAMI ZAINAB MOTUNRAYO

DATA ANALYST

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PROFESSIONAL SUMMARY

MBA-qualified Data Analyst with comprehensive IBM certification and proven expertise in SQL, Python, Power BI, and advanced analytics. Combines strong business acumen with technical proficiency to transform complex datasets into actionable business insights. Demonstrated success in identifying critical business trends through data analysis, including a 49% YoY sales decline discovery. Skilled in building interactive dashboards, statistical modelling, and cross-functional collaboration in agile environments.

CORE TECHNICAL KNOWLEDGE

Data Analysis & Modeling (SQL, Python, Statistical Analysis, Regression Modeling, Exploratory Data Analysis) | Business Intelligence & Visualization (Power BI, Excel Dashboards, Interactive Reports, Data Storytelling, KPI Development) | Database Management (Relational Databases, Data Cleaning, Data Transformation, Query Optimization) | Analytics Platforms (KNIME Analytics, Cognos Analytics, Jupyter Notebooks, Advanced Excel) | Programming & Automation (Python for Data Science, SQL Scripting, Power Query, Data Pipeline Development) | Business Strategy & Decision Support (MBA-level Strategic Thinking, Business Requirements Analysis, Stakeholder Communication) | Project Management (Agile Methodologies, Sprint-based Development, Cross-functional Collaboration, Deliverable Management) | Professional Development (Continuous Learning, Technical Certification, Mentoring, Problem-solving) | Communication & Leadership (Data Presentation, Report Writing, Team Collaboration, Client Engagement)

KEY PROJECTS

Coffee Shop Sales Performance Analysis
https://github.com/odzainab/Coffee_data

- Executed comprehensive Power BI time-series analysis across a 4-year transactional dataset, revealing a critical 49% YoY revenue decline requiring immediate strategic intervention and turnaround planning.
- Built advanced customer segmentation models, identifying seasonal purchasing behaviours, demographic patterns, and product performance metrics, driving operational inefficiencies across locations.
- Generated ROI-focused recommendations through statistical forecasting and trend analysis, projecting 15-20% revenue recovery potential within a 12-month strategic implementation timeline.

Employee Data Optimisation Study
https://github.com/odzainab/Employee-data

- Designed interactive predictive retention dashboards correlating compensation structures, tenure data, and performance ratings to identify high-risk talent segments requiring intervention strategies.
- Engineered comprehensive SQL-driven workforce analytics measuring employee performance KPIs, turnover rates, productivity benchmarks, and departmental efficiency metrics across organisational hierarchy.
- Delivered detailed cost-benefit analysis recommendations through data modelling, reducing projected turnover expenses by 25% via evidence-based HR policy adjustments and retention initiatives.

WORK EXPERIENCE

Data Analyst (Intern)
Intern Pulse, Remote | August 2025 – Present

- Directed cross-functional sprint teams delivering analytics solutions in 2-week cycles for client deliverables.
- Eased stakeholder presentations showcasing ROI projections & performance metrics to executive leadership.
- Transformed raw business datasets using ETL processes in Excel, Power BI, & SQL for reporting requirements.
- Engineered real-time BI dashboards tracking acquisition costs, conversion rates, & revenue attribution models.
- Advanced through machine learning coursework specialising in predictive modelling, customer lifetime value analysis, and market segmentation techniques.

Data Analytics Specialist
Digitaley Drive, Remote | January 2025 – June 2025

- Architected automated reporting pipelines, cutting manual data turnover by 60% across team workflows.
- Processed large record datasets, extracting business intel insights supporting quarterly planning initiatives.
- Led peer code reviews, ensuring data quality standards & analytical methodology best practices adherence.
- Completed an intensive 6-month bootcamp mastering an enterprise-grade analytics stack, including Python, SQL, and Tableau alternatives, achieved capstone project distinction through an end-to-end customer churn prediction model, demonstrating 85% accuracy rates in business retention forecasting.

EDUCATION

- **Master of Business Administration (MBA) | June 2025**
  Multimedia University, Cyberjaya, Malaysia | CGPA: 3.78

- **Bachelor of Arts, Accounting, Banking and Finance | June 2021**
  University of Greenwich (UK) in collaboration with SEGi University, Malaysia | Second Class Honours

PROFESSIONAL CERTIFICATIONS & DEVELOPMENT

- **IBM Data Analyst Professional Certificate** - Coursera | May 2025
  (*11-course program covering Python, SQL, databases, statistical analysis, and data visualisation*)

- **ALX Data Analytics Program** - ALX Africa | August 2025
  6-month intensive program in data analytics with professional development skills

- **ALX Professional Foundations** - ALX Africa | April 2025
  Professional development and digital age competencies

- **Advanced MS Excel 2013** - Alison (CPD Certified) | 2024

- **KNIME Analytics Platform Certification** - KNIME | 2023
  Visual analytics and data science workflow management