

ODUNLAMI ZAINAB MOTUNRAYO

DATA ANALYST

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PROFESSIONAL SUMMARY

MBA-qualified Data Analyst with hands-on expertise in SQL, Power BI, and advanced Excel, specializing in transforming complex business datasets into clear, actionable insights. Proven ability to identify critical business trends through exploratory data analysis, including a 49% YoY revenue decline discovery. Skilled in building interactive dashboards, KPI reporting, and communicating data findings to non-technical stakeholders in agile, cross-functional environments.

CORE TECHNICAL KNOWLEDGE

Data Analysis & Reporting (SQL, Exploratory Data Analysis, KPI Development, Business Trend Analysis) | Business Intelligence & Visualization (Power BI, Excel Dashboards, Interactive Reports, Data Storytelling, DAX Fundamentals) | Database Management (Relational Databases, Data Cleaning, Data Transformation, Query Optimization) | Analytics Platforms (KNIME Analytics, Cognos Analytics, Jupyter Notebooks, Advanced Excel) | Business Strategy & Decision Support (MBA-level Strategic Thinking, Business Requirements Analysis, Stakeholder Communication) | Project Management (Agile Methodologies, Sprint-based Delivery, Cross-functional Collaboration, Deliverable Management) | Communication & Presentation (Data Storytelling, Report Writing, Executive Presentations, Client Engagement)

KEY PROJECTS

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

- Built customer segmentation reports identifying seasonal purchasing behaviours, demographic patterns, and product performance trends across multiple store locations.
- Conducted Power BI time-series analysis across a 4-year transactional dataset, uncovering a critical 49% Year-on-Year revenue decline and presenting findings to support strategic intervention planning.
- Generated ROI-focused recommendations through trend analysis and business forecasting, projecting a 15–20% revenue recovery potential within a 12-month implementation window.

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

- Designed interactive Power BI retention dashboards correlating compensation structures, tenure data, and performance ratings to surface high-risk talent segments for HR intervention.
- Developed SQL-driven workforce analytics reports measuring employee performance Key Performance Indicators, turnover rates, and departmental productivity benchmarks across the organizational hierarchy.
- Delivered cost-benefit analysis recommendations through data modelling, reducing projected turnover expenses by 25% via evidence-based Human Resources policy insights.

WORK EXPERIENCE

Data Analyst (Intern) - Intern Pulse, Remote

August 2025 – December 2025

- Collaborated with cross-functional sprint teams in 2-week delivery cycles, producing actionable data analysis and business insights for client reporting requirements.
- Prepared and delivered stakeholder presentations highlighting ROI projections, KPIs, and performance metrics, supporting executive decision-making.
- Performed data extraction, cleaning, and transformation using Microsoft Excel, SQL, and Power BI, ensuring data readiness for accurate reporting and dashboard development.

- Built interactive Power BI dashboards tracking customer acquisition costs, conversion rates, and revenue performance, applying data visualization best practices throughout.
- Applied analytical techniques including trend analysis, customer lifetime value estimation, and market segmentation across live analytics projects.

Data Analytics Specialist - Digitaley Drive, Remote

January 2025 – June 2025

- Processed and cleaned large business datasets using SQL and Excel, extracting actionable insights to support quarterly planning and business performance reviews.
- Led peer code reviews and data quality checks, reinforcing analytical methodology standards and consistency across team deliverables.
- Completed an intensive 6-month bootcamp mastering an enterprise-grade analytics stack including SQL, Power BI, and KNIME, achieving capstone project distinction through an end-to-end customer churn analysis that demonstrated 85% accuracy in business retention forecasting.
- Supported the development of structured reporting frameworks, improving the consistency and clarity of business intelligence outputs across team projects.

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 | Upper 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