

ALLIYU AJAGUN

Data Analyst | Business Intelligence | Insight Architect

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Ilorin, Kwara State, Nigeria

PROFESSIONAL SUMMARY

Results-driven Data Analyst with a foundation in Applied Mathematics and Statistics, and over two years of experience building reliable, business-focused analytics using Excel, SQL, Python, and Power BI. Proven track record designing dashboards, running exploratory analysis, and delivering data-driven recommendations across sales, healthcare, cybersecurity, and consumer research. Skilled at translating messy, disconnected datasets into clear business decisions stakeholders can act on.

CORE SKILLS

Languages & Analysis: Python, SQL, M Language, Statistics, EDA, Trend Analysis, Regression & Optimization

BI & Visualization: Power BI, DAX, Power Query, Excel (Advanced)

Workflow & Automation: Git, GitHub, Python Scripting, Workflow Automation, Web Scraping

Domain Expertise: Finance, Sales, CRM, Healthcare, Retail Ops, Supply Chain, E-commerce

PROFESSIONAL EXPERIENCE

Freelance Data Analyst

April 2025 - Present

- Analyzed 8,800 CRM sales opportunities worth \$10.01M in a Power BI star-schema dashboard, isolating that revenue gaps stemmed from opportunity volume rather than win rate - reframing the fix from sales coaching to pipeline generation.
- Modeled a \$551K hospital revenue dataset across 5 merged sources in Python, uncovering that 68.5% of billed revenue sat in Failed or Pending payment status - a bigger problem than any single treatment or department gap.
- Designed and analyzed a 162-respondent consumer survey, identifying durability (4.65/5) as the top phone-purchase driver ahead of price and quantifying a 53.1% brand-switching risk that challenges standard market assumptions.
- Investigated a \$151.48B global cybersecurity threat dataset in Power BI, surfacing a 36.5-hour average incident response time that is failing to keep pace with rising attack volume and financial loss.
- Cleaned and modeled NYC Airbnb listings data in SQL Server, pinpointing the 4 highest-ROI neighborhoods and a specific host segment (112 avg. available days/year) as the strongest untapped growth opportunity.
- Built a fully formula-driven, zero-macro Nigerian PAYE tax calculator in Excel, automating 6 progressive tax bands and 5+ statutory reliefs into a single auditable, self-serve model.
- (See portfolio: <https://alliyutheanalyst.lovable.app> for full case studies and live dashboards.)

Project Manager & People Administrator @ IOTB Tech (Remote)

Jan 2026 - Present

- Own and govern structured personnel and project datasets across the organization, proactively detecting formatting errors and missing fields before they reach reporting cycles.
- Monitor operational KPIs and project performance metrics, providing structured reports that supported planning and informed management decisions.

- Coordinate cross-functional teams while maintaining accurate project and personnel datasets to improve reporting consistency and operational efficiency.
- Partner with leadership to translate ad-hoc data requests into structured, repeatable reporting processes.
- Maintain documentation standards for personnel and project data to support audit-readiness and cross-team consistency.

Data Support Personnel @ IOTB Tech (Remote)

Mar 2025 - Dec 2025

- Designed and delivered Power BI dashboards built exclusively on validated, clean datasets, enforcing a strict data-quality gate before any visualization reached stakeholders.
- Authored SQL queries to extract, filter, and interrogate large structured datasets, identifying pricing and availability inconsistencies before they became material reporting errors.
- Documented validation rules and processing workflows in reproducible formats, enabling any team member to audit and replicate results.
- Collaborated with cross-functional teams to define reporting requirements and translate them into dashboard specifications.
- Performed routine data-quality audits to catch inconsistencies before they reached leadership-facing reports.

Education & Administrative Officer @ Surulere Secondary School, Lagos

Sep 2021 - Jan 2025

- Managed high-volume academic and administrative record datasets with zero tolerance for inaccuracy, developing a precision-oriented approach to data integrity.
- Engineered Excel-based validation frameworks using advanced lookup functions and structured templates, reducing manual data-entry errors and becoming the institution's standard process.
- Produced periodic analytical reports from validated data to support operational and strategic planning.
- Trained colleagues on the new validation framework, ensuring consistent adoption across departments.
- Served as the primary point of contact for resolving data discrepancies in student and staff records.

EDUCATION

M.Sc. Applied Mathematics - University of Lagos, Nigeria (*Aug 2024*)

B.Sc. (Ed.) Mathematics Education - University of Ilorin, Nigeria (*Sep 2019*)

CERTIFICATIONS & TRAINING

Data Analytics with Professional Development - ALX Nigeria

Python for Analysis - ALX Nigeria

AI Career Essentials - ALX Nigeria

Product Management - Schull

COMMUNITY ENGAGEMENT

- Ad-hoc Staff, Independent National Electoral Commission (INEC) - supported high-accuracy data collection and verification during national elections.
- NYSC Community Development - voluntary teaching service (Government Secondary Schools, Kaduna State); led SDG-focused community sensitization and palliative support programs for underserved communities in Kaduna North.