




# Yusuf Oyebanji, MSc

UK Global Talent | Data Analyst | Improvement Reporting | BI & Web Developer | Digital Transformation

 Newcastle, United Kingdom

 [oyebanjiyusuf3@gmail.com](mailto:oyebanjiyusuf3@gmail.com)

 07448759901

 <https://www.yusufoyebanji.com/>

Results-driven and insightful data analyst with proven experience and a strong understanding of business intelligence development, improvement reporting, digital transformation, and web development. Experienced in leveraging advanced analytical tools and techniques to provide actionable insights for complex data and solve complex business challenges. Proficient at fostering a data-driven culture, database modelling/management, collaborating with stakeholders, and delivering bespoke analytics/BI solutions. Passionate about contributing to sustainable and digital solutions. Sound interpersonal communication, quick to assimilate new ideas and highly desiring creativity, innovation, and continuous learning.

## Core Skills & Tools

- MS Excel
- SQL
- Python
- Power BI
- Big Data
- MS Azure
- Databricks
- Pyspark
- Power Query
- SharePoint
- Scikit-learn
- PHP
- Docker
- HTML & CSS
- JavaScript
- GitHub
- MS Office
- Power Automate
- Business Intelligence
- Data Visualisation
- Data Modelling
- Database Design
- Problem Solving
- Continuous Learning
- Advanced Data Analytics
- Slack, Trello & Asana
- Collaboration and Teamwork
- Software Architecture and Design
- AWS (Glue, Redshift, S3, LightSail)
- Interpersonal communication
- Stakeholder Management
- Agile Methodology

## Work History

Aug 2022 – Present

### **Data Analyst (*Improvement Reporting and Data Products Development*).** **[HelpThemRead.com](https://www.helpthemread.com), United States.**

- Conduct rigorous quality assurance checks on data and reports, including using MS Excel, to maintain accuracy and reliability.
- Collaborate with the other technical and non-technical department to understand data, reporting, and analysis needs, contributing to managing a portfolio of dashboards and various data sources.
- Utilise AWS Glue to extract and transform data and load it into AWS Redshift to prepare data for visualisation.
- Create interactive dashboards in Power BI to provide actionable insights for the stakeholders, leading to data-driven improvements.
- Interface with other engineers to support the delivery of data pipelines for exploitation, maintaining awareness of developments in analytics tools and techniques.
- Collaborate with stakeholders to refine requirements and manage tight deadlines, ensuring the highest level of accuracy in delivery.
- Adapt Agile practice within the organization to effectively prioritize workloads and navigate tight deadlines, manage projects collaboratively, fostering a culture of transparency, adaptability, and continuous improvement.
- Develop automated flows for action owners by using Power BI and Power Automate.

Jul 2018 – Jan 2020

## BI Developer (*Advanced Analytics and Software Development*).

Unite US, United State.

- Effectively communicated findings and insights to both technical and non-technical stakeholders.
- Contributed to the development and maintenance of data models, collaborating with senior data analysts to organize and structure complex healthcare data of over 60 million rows for analysis.
- Supported the integration of real-time data into BI solutions by consuming APIs in React.js, enabling the development of dynamic and responsive dashboards.
- Leveraged technical skills in SQL, Python, and Power BI to visualize data, present trends, and findings for broad audiences, sharing knowledge and skills within the team and business area.
- Worked with relevant stakeholders to develop understanding and support insight-driven decision-making, applying statistics to summarise data, identify trends, and predict outcomes.

May 2017 – Dec 2017

## Software Developer (*Web Development & QA Engineering*).

High Tech Synergy, Lagos, Nigeria

- Worked in a team of 15 developers to successfully deliver accounting and eCommerce projects for clients, achieving a 95% project completion rate within defined deadlines.
- Converted design visuals from the product team into fully responsive frontend code.
- Developed comprehensive test report documents and conducted API testing using Postman, achieving a 98% test coverage, and resolving 90% of API issues pre-deployment.



## Education

2021 - 2022

**MSc, Advanced Computer Science, Northumbria University at Newcastle, United Kingdom.**

- **Courses:** Machine Learning; Human Computer Interaction, Advanced Programming, Advanced Databases, Big Data & Cloud Computing; Project Management; etc.

2014 - 2018

**BSc (Hons), Computer Science, University of Lagos, Nigeria.**



## Data Projects

**Analysing Customer Churn in Power BI [LINK].** Performed a comprehensive analysis of a telecommunication company using Power BI to uncover market insights and analyze reasons why customers are churning. It was discovered that the average churn rate was around 27%, and the main reason was because of competitors. It was also discovered that the churn rate in California was abnormally high at 63.24%.

**Bike Sales Analysis.** Performed a comprehensive analysis of sales data of a bike company using Power BI to uncover market insights and trends in 6 countries. Road and Mountain bikes were the most profitable product, with the United States as the top revenue-generating country. Also, most transaction orders occurred on products with prices between \$2 and \$120, with the highest being \$5 products followed by \$35 products. Finally, I forecast a net profit of \$13.41 million (with 87.56% accuracy) and sales revenue of \$28.04 million (with 89.17% accuracy) for the next year in review.

**Violent Crime Analysis during Lockdown Using Time-Series Model [LINK].** Efficiently processed and analyzed a crime big data (63 million records) using PySpark in Python on a cloud-based (Microsoft Azure) Infrastructure as a Service (IaaS) platform, sourcing data from <https://data.police.uk/>. I conducted trend analysis for violent crimes, determining their trajectory over time. Then I examined the relationship between violent crime and areas of affluence or relative deprivation. I also created supporting visualizations and provided clear code and documentation in a Jupyter Notebook. Lastly, I critically assessed the methodology's strengths, weaknesses, and limitations.



## Awards and Achievements

2023 UK Tech Nation Global Talent Visa Recipient

2016 Big Data Developer Mastery [Award](#), International Business Machine (IBM)