

# Babatunde Racheal Ayobami

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**Portfolio website:** <https://rhaycheal.github.io/Portfolio/>

## Profile

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Detail-oriented data analyst with over 3 years of experience. Proficient in leveraging analytical tools such as Python, R, and SQL to drive business growth and decision-making. Skilled in creating insightful visualizations and reports using Tableau and Power BI, coupled with excellent communication and problem-solving skills. Offers expertise in improving data quality and delivering reliable business insights.

## Work Experience

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01/2022 – 06/2022

Gbagada, Lagos

### **Data Analyst**

#### **Toptech Engineering Limited**

- Managed and optimized databases, improving data storage and retrieval efficiency, which streamlined workflows and reduced data processing time.
- Developed a documentation and creation system using Excel for job cards, purchase orders, quotations, and job completion forms, enhancing operational efficiency.

09/2023

Lagos, Nigeria

### **Bus Operations Data Analyst**

#### **Lagos Metropolitan Area Transport Authority (LAMATA)**

- Managed dashboard and computation of monthly bus fare revenue, ridership, supporting financial transparency of Bus Operating Companies under LAMATA.
- Conducted comparative analysis of the cost of running EV, CNG, and Diesel-powered buses, aiding in cost-effective decision making.
- Extracted transport data from the Touch and Pay (TAP) database backend, ensuring accurate data management.
- Performed ridership projection prediction analysis, contributing to strategic transit planning.

08/2024 (Part-time)

Magodo Phase 2, Lagos

### **Insights Analyst**

#### **The Hook Creative Agency**

- Provided data-driven insights for Betking's and Itel's market survey, which helped in identifying market trends.

## Work Experience

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- Conducted consumer and market surveys to identify growth opportunities for clients and to facilitate strategic planning.
- Analyzed campaign performance metrics, offering strategic re
- Developed a documentation and creation system using Excel for job cards, purchase orders, quotations, and job completion forms, enhancing operational efficiency.

## Education

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2018 - 2023  
Oyo State, Nigeria

### **Statistics | Bachelor of Science University of Ibadan**

Majored in statistical methods and data analysis.

2023

### **Data Analyst | Professional Certificate IBM Coursera**

Gained proficiency in data analysis tools and techniques

2022

### **Data Analyst | Nanodegree Udacity**

Developed skills in data analysis and visualization.

2023

### **Tableau BI Analyst | Professional Certificate**

Specializing in creating visual data representation

## Skills

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### Data analysis tools

- Excel
- Tableau
- Power BI
- SQL
- Python & R

### Soft Skills

- Teamwork
- Problem solving
- Attention to details
- Critical thinking
- Project Management

## Projects

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### **Consumer Insight Report**

[Click to view reports](#)

Developed reports on consumer behavior from various market surveys, aiding in the development of targeted marketing

### **Tableau & Power BI Dashboards**

[Click to view dashboards](#)

Created a comprehensive dashboard in Tableau to visualize transport metrics, making it easier for stakeholders to understand performance at a glance and filter through each Bus Operating Company