DAVID AJAYI

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PROFILE SUMMARY

Driven Data Analyst with experience in analyzing and visualizing datasets to identify trends, uncover meaningful insights, and drive decision-making that impacts successful business growth and project outcome. Possesses core statistics skills, in market research, competitive analysis, product development, product marketing. Demonstrated success in driving product innovation, increasing revenue, and improving customer satisfaction. Proven ability to lead cross-functional teams, collaborate with stakeholders, lead project implementation and deliver results in a fast-paced environment..

CORE COMPETENCIES

- Product Management
- Data Analysis
- User Experience
- Data Visualization
- Agile Methodology

- Cross-functional Leadership
- Project Management
- Market Research
- Machine Learning
- Database Management

- Business Intelligence and Analysis
- Product Marketing
- Research and Documentation

TECH STACK

- **Analytics,Visualization Tools and Programming:** SQL, R, Python, Tableau, Power BI, SPSS, Normalization, ETL, SPSS, .
- **Project Management:** MS Project, Asana, Agile, Scrum, Waterfall methodologies
- **Databases/Cloud:** MS SQL Server, PostgreSQL, MySQL, AWS, Azure DevOps

PROFESSIONAL EXPERIENCE

Data Analyst – Slu Care Physician Group, Saint Louis, USA   **Jun 2022 – Present**
- Lead the launch and development of B2C quality improvement database utilized by over 500 resident physicians daily for optimizing patient care at SSM hospital.
- Utilize SQL joins to retrieve and aggregate data into multiple tables from various sources, including EPIC EHR application to create comprehensive datasets for analysis.
- Employ R/Python scripts for correlation analysis on healthcare data using libraries like NumPy and Pandas to identify relationships within patient data and the impact of nurse interventions
- Perform cohort analysis to reduce in-patient fall rate by 50% saving hospital injury-related of cost over $100,000 in 2022/23.

Digital Product Manager – PPG, Pittsburg, USA   **May 2023 – Aug 2023**
- Identify conversion rates of 10.6% from user interactions in Mobile App to paid purchases at stores in SE Queensland, Australia from 2020 to 2023.
- Merge and analyse App and Store datasets using Python scripts to examine QR code generation and paint store sales.
- Work closely with UX specialists to create a cohesive user experience and apply SEO strategies to improve organic search visibility by driving traffic across PPG websites through consolidation.
- Implement analytics tools using SQL queries in Big Query to gather data from PPG mobile applications.
- Develop dashboards using Tableau to present data analysis findings and consistent ensuring stake holder engagement for executives, marketing, and development teams using Azure DevOps.
- Execute A/B tests alongside UX designers to evaluate the impact of changes in user behaviour across PPG websites.

Business Intelligence Analyst – Bance Global Teknic EPC, Lagos, Nigeria   **Jan 2021 – Dec 2021**
- Leveraged Tableau to create dashboards to provide insight and for tracking KPIs into business development opportunities.
- Managed an analysis plan and established strategic work streams focused on transforming product portfolio for leading energy firms which led to the attainment of the over $1M annual project revenue increase.
- Supported transition to paperless practice by implementing an electronic recording system, reducing labor costs **by 30%.**
- Incorporated agile development methodology saving **about $12k** by averting labor cost of additional employees.

Data Analyst – Exxon Mobil Producing , Lagos, Nigeria   **Jan 2019 – Dec 2020**
- Managed Blow Out Preventer (BOP) lifecycle and installation on Subsea Christmas tree from pre-production to post production phase.
- Developed predictive models on pipeline failure detection relying on decision trees, and other statistical techniques.

Achievements
- Worked closely with global agile teams including on complex projects requiring service optimization for top-3 global energy-producing firms, **which saved the company 30% of initial project budget worth over $1M.**
- Leveraged MS Project management tool is assisting a team of engineers **to achieve a $100k in project cost reduction** through effective tracking and management of cost and schedule.

B2C Product Analyst – MRS Oil Plc Lagos, Nigeria   **Aug 2017 – Dec 2018**
- Managed automive gear oil and various petroleum products from ideation to lauching phase for trucks service that led to 3% increase in monthly gross revenue.
- Conducted market research and competitive analysis to identify market opportunities and develop product roadmap.
- Designed and implemented a cash management dashboard on customer service operations using Excel.
- Scheduled tanker logistics using Agile methodology ensuring seamless movement and reducing delivery delays by 50%.
- Monitored daily performance of sales of the petroleum products from various depots Nationwide for cost estimation and control.

EDUCATION
- **M.Sc. Applied Analytics (Data Science) –** Saint Louis University, Saint Louis, USA   **Jan 2022 – Aug 2023**
- **M.Sc. Subsea Engineering –** Cranfield University, Bedford, United Kingdom   **2015 – 2017**
- **B.Eng. Civil Engineering –** Linton College, UEL Satellite Campus, Malaysia   **2011 – 2015**

TRAINING AND CERTIFICATION
- **Google Data Analytics Certificate**
- **Professional Scrum Product Owner (PSPO)**(In View)