

Bolakale Salau | *Data Analytics & Visualisations*

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SUMMARY

7 years of experience in creating digital experiences and developing compelling stories for more than 10 brands. Transition to a role as a data analyst after seeing first-hand the impact of data in business decision-making. Now blending existing business knowledge, creativity, and logical statistical thinking with a love for analysing large datasets to showcase insights, through reports and dashboard visualisations.

SKILLS

- **Programming Languages:** Functions, queries and scripts for MS Excel, SQL and Python.
- **Big Data & Machine Learning:** Python (e.g. Scikit-Learn, NumPy, Pandas, Plotly).
- **Data Science & Management Technologies:** ETL, Data science pipelines (mining, cleaning, wrangling, visualising, modelling, interpretation), Statistics, Time series, OOP, APIs, Excel, MS Power BI, Tableau.

PROFESSIONAL HISTORY

Accenture

June 2022 – July 2022

Data Analytics, Virtual Experience

- Gathered, modelled and created datasets based on client's requirements & business problems, by merging data from multiple database sources using Microsoft SQL Server, creating over 10GB of company data and reducing data processing time by 20%.
- Prepared data for exploratory analysis by cleaning inconsistent entries, errors and incorrect formatting from data using Python, with a 97.8% accuracy and thus reducing review time by 31%.
- Built dashboard visualisations with Power BI Desktop and Tableau from sales data to showcase key metrics (like revenue and profits) in form of trend lines, charts, and graphs, saving the team 3 hours each week during decision-making meetings.
- Prepared and communicated data analytics reports to clients, highlighting areas of improvement for potentially saving clients over \$10K in yearly campaign costs.

Interactive CT

May 2013 – February 2020

Deputy Team Lead, Strategy

- Generated weekly reports (editing & approvals) containing dashboards, charts, and graphs that led to 21% improvement in strategic decision making, using MS Excel, MS PowerPoint, and Microsoft SQL Server.
- Leveraged insights from analysing datasets containing research on audience behaviour & psychographics to allocate budget spends of over \$200,000, thus achieving over 10M video views on YouTube and over 1M app downloads.
- Conceptualised and executed seasonal campaigns that drove year-on-year growth in sales by up to 15%, using insights from consumer behaviour reports and analytics created by Power BI.
- Led a cross-functional team (online, creative, research) of 7 members, creating and executing brand campaigns for clients.
- Developed and designed creative pitch decks to present analysis and win prospective client account budgets totalling over \$180,000 yearly, using MS PowerPoint, MS Excel and Adobe Photoshop tools.

PROJECTS

Building a Data Pipeline

Aberdeen, UK

Python; Data Extraction; Data Cleaning; Data Manipulation; APIs; JSONs; Requests; Data Transformation

April 2022

- Built a data pipeline that extracts and parses data containing analytics from the Homebrew API to sort ranking of all Mac & Linux software packages based on installation metrics over time and description filters using Python.

Designing a Sales Dashboard

Aberdeen, UK

Python; Data Extraction; Data Cleaning; Data Manipulation; APIs; JSONs; Requests; Data Transformation

November 2023

- Collected data from finance & supply team to build sales dashboard that delivers periodic insights from measuring impact of marketing spend to revenue and monitoring customer trends for business executives.

Predicting Median House Prices in California Using Machine Learning

Aberdeen, UK

Python; Data Extraction; Data Cleaning; Data Manipulation; APIs; JSONs; Requests; Data Transformation

April 2022

- Performed analysis & pre-processing on over 20K rows of housing data to build a machine learning model with Python that uses regression techniques such as Linear Regression and Random Forest to predict median housing prices.

EDUCATION

University of Bradford, School of IT and Management
Bachelors Information Technology & Business

Bradford, UK
August 2011

ACCOMPLISHMENTS & CERTIFICATIONS

- Twice voted 'Teammate of the Year' and 'Employee of the Year' for "leadership, passion and commitment to getting results".
- **Microsoft Power BI Desktop** Data Visualisations for Business Intelligence
- **Google** Analytics Certification
- **Google** AdWords Certification: Display & Video Advertising