

BIMPE ODEFUNSHO

United Kingdom | adebimpeodefunsho@gmail.com | LinkedIn: linkedin.com/in/adebimpe-odefunsho

PROFESSIONAL SUMMARY

Business Intelligence Specialist with extensive experience delivering end-to-end data analytics, business intelligence solutions, and stakeholder-focused insights. Skilled in transforming complex, high-volume datasets into actionable intelligence through customer segmentation, trend analysis, and performance benchmarking. Strong technical background combined with excellent communication and business acumen, enabling data-driven decision-making across enterprise environments.

CORE SKILLS & TOOLS

- Data Analytics Techniques: Customer Segmentation & Communication, Trend Analysis, Cohort Analysis, Market Basket Analysis, Product & Sales Benchmarking, Forecasting
- Databases & Cloud: Google BigQuery, Microsoft SQL Server, Oracle SQL Developer
- Programming & Querying: SQL, Python, dbt
- BI & Visualisation: Power BI, Tableau, Looker
- Data Governance & CI/CD: Atlan, GitLab
- Collaboration & Productivity: Jira, Confluence, Microsoft Office Suite, SharePoint, Slack, Microsoft Teams

PROFESSIONAL EXPERIENCE

Comms Data Analyst / BI Specialist – Virgin Media O2 (June 2022 – Present)

- Delivered customer segmentation and communication analysis to support targeted insight delivery and stakeholder decision-making
- Performed trend analysis on network performance metrics to identify patterns, risks, and optimisation opportunities
- Conducted cohort-style performance monitoring to assess behavioural and operational changes over time
- Designed, developed, and maintained executive dashboards using Tableau, Power BI, and Looker
- Led migration of dashboards and data sources from Tableau Server to Tableau Cloud
- Implemented data governance, documentation, and metadata management using Atlan
- Collaborated cross-functionally with engineering, operations, and leadership teams to align analytics outputs with business goals

Data Analyst (Projects) – Pairview Limited (March 2021 – June 2022)

- Partnered with stakeholders to gather requirements and deliver actionable analytics solutions
- Performed customer segmentation and market basket analysis to understand purchasing behaviour
- Conducted competitor and product benchmarking to identify growth opportunities
- Applied trend analysis and forecasting techniques on sales and performance data
- Developed interactive dashboards using Power BI and Python-driven analytics workflows

IT Auditor / Data Analyst – Royal Exchange Plc (Jan 2012 – May 2018)

- Analysed and interpreted trends and patterns in complex datasets using SQL and Excel
- Produced management reports and visualisations to support operational and strategic decisions
- Reviewed software applications and SDLC processes for risk, compliance, and performance improvement

EDUCATION & CERTIFICATIONS

- Post Graduate Diploma in Computer Science – Ladoke Akintola University of Technology
- Higher National Diploma in Computer Science – Yaba College of Technology
- Nanodegree in Data Analysis – Udacity
- Nanodegree in Programming for Data Science – Udacity
- Certified Information Systems Auditor (CISA) – ISACA
- Product Manager Certificate – Product Academy Africa