

BIMPE ODEFUNSHO

United Kingdom | adebimpeodefunsho@gmail.com | [linkedin.com/in/adebimpe-odefunsho](https://www.linkedin.com/in/adebimpe-odefunsho)

PROFESSIONAL SUMMARY

Data Analytics & Business Intelligence Specialist with 10+ years of experience delivering end-to-end BI solutions, KPI dashboards, and advanced analytics across enterprise environments. Expert in self-service analytics and data visualisation using Power BI, Tableau, and Looker, with deep proficiency in SQL, Python, dbt, and cloud data warehousing on Google BigQuery. Skilled in customer segmentation, predictive analytics, cohort analysis, and data storytelling to drive data-driven decision-making at every level. Augments analytics workflows using AI-powered tools including Claude (Anthropic) and LLM-assisted automation to accelerate insight generation, streamline reporting pipelines, and maximise the value of data assets.

CORE SKILLS & TOOLS

- **Data Analytics Techniques:** Customer Segmentation, Cohort Analysis, Trend Analysis, Predictive Analytics, Market Basket Analysis, KPI Reporting, Forecasting, Data Storytelling, Self-Service Analytics
- **Databases & Cloud:** Google BigQuery, Microsoft SQL Server, Oracle SQL Developer, Cloud Data Warehousing
- **Programming & Querying:** SQL (Advanced), Python, dbt, ETL/ELT Pipelines, Data Modelling
- **BI & Visualisation:** Power BI, Tableau (Server & Cloud), Looker, Interactive Dashboard Development
- **AI & Productivity Tools:** Claude (Anthropic), AI-Assisted Analytics Workflows, Prompt Engineering, LLM-Powered Automation, AI-Augmented Data Pipelines, Cowork (Claude Desktop)
- **Data Governance & CI/CD:** Atlan, GitLab, Metadata Management, Data Quality
- **Collaboration & Productivity:** Jira, Confluence, Microsoft Office Suite, SharePoint, Slack, Microsoft Teams

PROFESSIONAL EXPERIENCE

BI Specialist - Tata Consultancy Services | April 2026 - Present

- Led migration of dashboards and data sources from Tableau Server to Tableau Cloud, ensuring zero disruption to business users
- Implemented data governance, documentation, and metadata management using Atlan to improve data discoverability and quality
- Collaborated cross-functionally with engineering, operations, and leadership teams to align BI outputs with business goals and strategic KPIs

Comms Data Analyst / BI Specialist - Virgin Media O2 | June 2022 - March 2026

- Delivered end-to-end data analytics and customer segmentation analysis to support targeted insight delivery and stakeholder decision-making across the business
- Performed advanced trend analysis and predictive modelling on network performance metrics to identify patterns, risks, and optimisation opportunities
- Conducted cohort-style performance monitoring to assess behavioural and operational changes over time, enabling evidence-based KPI reporting
- Designed, developed, and maintained executive dashboards and self-service analytics solutions using Tableau, Power BI, and Looker
- Led migration of dashboards and data sources from Tableau Server to Tableau Cloud, ensuring zero disruption to business users
- Implemented data governance, documentation, and metadata management using Atlan to improve data discoverability and quality
- Collaborated cross-functionally with engineering, operations, and leadership teams to align BI outputs with business goals and strategic KPIs

Data Analyst (Projects) - Pairview Limited | March 2021 - June 2022

- Partnered with stakeholders to gather requirements and deliver actionable data analytics and BI solutions tailored to business needs
- Performed customer segmentation and market basket analysis to uncover purchasing behaviour patterns and commercial opportunities
- Conducted competitor and product benchmarking to identify growth opportunities and inform strategic decision-making
- Applied trend analysis and forecasting techniques on sales and performance data to support forward-looking planning
- Developed interactive dashboards using Power BI and Python-driven analytics workflows for real-time self-service reporting

IT Auditor / Data Analyst - Royal Exchange Plc | January 2012 - May 2018

- Analysed and interpreted trends and patterns in complex datasets using SQL and Excel to support operational and strategic decision-making
- Produced management reports and data visualisations to communicate findings clearly to senior stakeholders
- Reviewed software applications and SDLC processes for risk, compliance, and performance improvement, applying data-driven audit methodology

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
- Tableau Data Analyst Certification - Salesforce
- CSPO Product Owner - Scrum Alliance