

FELIX IDOWU

Business Analyst

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PROFESSIONAL SUMMARY

Results-Driven Business Analyst with 4+ years of experience leveraging data analysis, business intelligence, and process optimization to drive strategic decision-making. Expertise in Python (Pandas, NumPy), SQL, Power BI, and Spreadsheets for end-to-end data workflows—from cleaning and exploratory analysis (EDA) to dashboard development and predictive modeling. Adept at statistical analysis, automation, and web scraping to extract actionable insights from complex datasets. Proven ability to bridge technical and business needs through cross-functional collaboration, stakeholder engagement, and KPI-driven solutions that enhance operational efficiency and growth.

WORK EXPERIENCE

Freelance Business Analyst [September 2024 -February 2025]:

Client: Small E-commerce Startup (Confidential)

- Led stakeholder interviews and workflow analysis to identify process gaps and align business needs with technical solutions.
- Authored BRDs, user stories, and process flows to guide Agile development and cross-functional collaboration.
- Analyzed operational data using Excel, Google Sheets, and SQL to deliver insights that supported strategic decisions.
- Designed dashboards and wireframes with Figma and Draw.io to visualize KPIs and improve executive reporting.
- Reduced manual reporting time by 40% through process automation recommendations.
- Improved onboarding flow, increasing user signups by 20% over two release cycles.
- Delivered full project scope and documentation that enabled a smooth MVP launch on schedule.

Student Data Analyst – University-Based Analytics Projects [February 2023 - July 2024]:

Self-Initiated | Collaboration with Student Teams

- Conducted in-depth analysis on university datasets (course feedback, enrollment trends), identifying key insights that led to a 15% improvement in course satisfaction ratings.
- Collaborated with interdisciplinary teams on data-driven projects, driving 3+ process improvements that enhanced departmental efficiency.
- Designed and deployed interactive dashboards using Power BI and Google Sheets, enabling decision-makers to access academic performance metrics 30% faster.
- Utilized SQL and Python (Pandas, Matplotlib) to clean, transform, and analyze datasets exceeding 50,000 records, streamlining data workflows across multiple projects.
- Presented findings through visual reports and presentations, influencing 2 key strategic decisions at the faculty level.

MAJOR PROJECTS

Sales Performance Analysis

[Github](#)

- Analyzed sales data with Python and libraries (Pandas, NumPy, Plotly Matplotlib, Plotly Plotly) to identify trends, evaluate performance, and deliver actionable insights that optimized strategies and drove business growth.
- Designed and developed a dynamic, interactive dashboard using Plotly and Matplotlib, enabling stakeholders to visualize key performance metrics and make data-driven decisions.
- Demonstrated expertise in data cleaning, exploratory data analysis (EDA), and advanced visualization, ensuring clear and impactful communication of insights to business leaders.
- Provided strategic recommendations based on analysis outcomes, contributing to refined sales strategies and enhanced organizational growth.

[Streamlit](#)

Customer Churn Analysis and Prediction Dashboard

- Developed a Customer Churn Analysis and Prediction Dashboard using Streamlit, Python, and machine learning to identify at-risk customers and inform retention strategies.
- Utilized Pandas, Scikit-Learn NumPy, and Plotly for data preprocessing and dynamic visualizations, delivering actionable business insights.
- Designed a professional, user-friendly interface to enhance strategic decision-making and optimize user experience.
- Demonstrated expertise in data analytics and technical implementation through a business-oriented analytics solution.

Employee Attrition Analysis

[Meduim Article](#)

- Analyzed HR dataset to uncover key drivers of employee attrition, providing actionable insights to enhance organizational retention strategies.
- Demonstrated proficiency in data cleaning, exploratory data analysis (EDA), and visualization using Power BI and Google Sheets to deliver clear, impactful reports.
- Developed dynamic dashboards in Power BI to visualize attrition trends and patterns, enabling data-driven decision-making for HR stakeholders.
- Delivered evidence-based recommendations aligned with analysis findings, optimizing workforce planning and reducing turnover risks.

SKILLS

Technical Skills

- Programming & Tools: Python (Pandas, NumPy, Matplotlib, Seaborn, Plotly), SQL (Joins, CTEs, Window Functions), Git, GitHub, Jupyter Notebooks
- Data Analysis & Manipulation: Data Cleaning, Wrangling, Exploratory Data Analysis (EDA), Excel, Google Sheets
- Business Intelligence & Visualization: Power BI (ETL, Data Modeling, DAX, Dashboards), Streamlit, Report Automation
- Web & API Handling: Web Scraping (BeautifulSoup, Selenium, Requests), REST APIs, JSON/XML/CSV Parsing, HTML, CSS
- Workflow & Automation: Python-based Task Automation, Data Pipelines, Process Optimization, Version Control (Git)
- Statistics & Analytics: Descriptive & Inferential Statistics, Linear & Logistic Regression, Hypothesis Testing, A/B Testing, Confidence Intervals, Probability Distributions
- Machine Learning: Scikit-learn, Supervised Learning (Classification & Regression), Feature Engineering, Model Evaluation (Accuracy, Precision, Recall, F1-score)

Soft Skills

- Analytical Thinking: Critical Thinking, Problem-Solving, Pattern Recognition, Strategic Analysis, Data-Driven Decision-Making
- Communication & Collaboration: Data Storytelling, Presentation Skills, Active Listening, Stakeholder Engagement, Interpersonal Communication
- Project Execution: Time Management, Task Prioritization, Project Planning, Adaptability, Continuous Learning, Business Acumen

CERTIFICATIONS

- Google Data Analytics Professional Certification - [Google](#)
- Business Analytics Specialization- [Wharton University of Pennsylvania](#)
- Meta Data Analytics Professional Certification - [Meta](#)
- Google Business Intelligence Certification - [Google](#)
- Financial Analysis Certification - [University of Illinois Urbana-Champaign](#)

EDUCATION

Bachelor of Science in Electronics and Computer Engineering [2021 - 2026]:

- Lagos State University, Nigeria
- Focused coursework in Data Analysis, Embedded Systems, Python Programming, Data Structures & Algorithms (DSA), Digital Signal Processing, and Software Engineering Principles