

OLUWATOYIN AKADIRI

Data Analyst | Business Intelligence | Healthcare Analytics

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PROFESSIONAL SUMMARY

Data analyst with an MBA and M.S. Big Data Analytics (in progress) and hands-on experience across healthcare analytics, business intelligence, lead scoring, competitive market intelligence, and predictive modeling. Skilled in Tableau, SQL, Python, and Excel, with a track record of building interactive dashboards, cleaning large datasets, and translating findings into practical business decisions. Proven ability to reduce manual reporting effort, prioritize high-value opportunities, and communicate insights to non-technical stakeholders.

CORE SKILLS

Analytics & BI: Tableau, Power BI, Excel, Google Sheets, KPI Development, Dashboard Design, Data Storytelling

Data & Programming: SQL, Python, Pandas, NumPy, Scikit-learn, Data Cleaning, Data Transformation, Data Modeling

Methods: Exploratory Data Analysis, Predictive Modeling, Segmentation, Lead Scoring, Competitive Analysis, Statistical Analysis

Business: Healthcare Analytics, Growth Analytics, CRM Analytics, Stakeholder Communication, Workflow Optimization, Project Management

Cloud: AWS (S3, Lambda, API Gateway, DynamoDB, Cognito, CloudFront, Route 53, KMS, WAF, IAM)

PROFESSIONAL EXPERIENCE

Data Analytics & Insights Intern

2026 – Present

Medicidion · Remote

- Analyzed 2,500+ healthcare lead records and built an end-to-end Tableau dashboard with KPI scorecards, source and owner analysis, engagement status, drill-down filters, and a Top-50 prioritization queue.
- Developed a transparent lead-scoring framework using contact completeness, engagement signals, and outreach readiness, enabling sales teams to focus on high-value prospects.
- Conducted competitor pricing intelligence across 14 medical-language competitors, benchmarking four pricing models across a €0–€500+ annual range and delivering launch positioning, accreditation, and EU expansion recommendations.
- Built a LinkedIn performance dashboard measuring impressions, reactions, audience seniority, industries, job functions, and geography to support content and engagement strategy.
- Designed SQL and Python pipelines to consolidate fragmented CSV and claims-style datasets, reducing manual processing time by 40% and standardizing weekly KPI reporting.

Junior Business Developer

2023 – 2024

SUNEV Plast · Cyprus

- Qualified 80+ prospects weekly using CRM filters and market segmentation, growing the sales pipeline through data-driven targeting.
- Developed HubSpot outreach sequences and prepared pricing intelligence reports to support sales conversations.
- Mapped customer journeys to identify churn and retention opportunities and inform account strategy.

Senior Liaison Officer

2019 – 2024

Maducare NGO · Cyprus

- Improved program coordination across five program areas through standardized reporting templates, stakeholder mapping, and referral procedures.
- Led multi-agency logistics and communication, strengthening operational visibility for leadership.

SELECTED PROJECTS

Lead Intelligence & Scoring Dashboard (Tableau)

- Built an end-to-end Tableau dashboard for 2,500+ healthcare leads with KPI scorecards, drill-down filters, and a Top-50 prioritization model that connected dashboard insights to outreach decisions.

Medical Appointment No-Show Analysis (Python)

- Analyzed 110,000+ patient records with Pandas and Matplotlib to identify no-show patterns across age, SMS reminders, scholarship status, and weekday, and translated findings into recommendations for reducing missed appointments.

Competitor Pricing & Market Intelligence

- Benchmarked 14 competitors across pricing, delivery models, AI capability, geography, and B2B positioning, identifying three priority threats and gaps in AI adoption and mobile-first delivery.

MyClinic Secure Healthcare Cloud Architecture (AWS)

- Designed a secure serverless AWS architecture (Route 53, CloudFront, S3, API Gateway, Lambda, DynamoDB, Cognito, KMS, WAF) for a healthcare patient portal focused on scalability, resilience, and patient-data protection.

Student Admission Prediction & Heart Disease Prediction (ML)

- Built logistic regression and KNN classification pipelines with Scikit-learn, evaluating performance with accuracy, ROC-AUC, precision, recall, F1, and confusion-matrix diagnostics.

Healthcare Data Pipeline & KPI Reporting

- Combined fragmented CSV and claims-style datasets with SQL and Python, produced weekly KPI scorecards in Excel, and delivered monthly BI findings via Tableau.

EDUCATION

M.S. Big Data Analytics — Bay Atlantic University, Washington, DC

2026

Master of Business Administration (MBA) — Bahçeşehir University, Cyprus

2024

B.Sc. Political Science — Adekunle Ajasin University, Nigeria

2015