

OLUWATOYIN OLAWALE AKADIRI

Data Analyst | Business Intelligence Analyst | Healthcare Analytics

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PROFESSIONAL SUMMARY

Data Analyst and Business Intelligence Analyst candidate with an MBA, M.S. Big Data Analytics training in progress, and applied experience in healthcare lead intelligence, KPI dashboards, ETL workflows, competitor intelligence, and predictive analytics. Built decision-ready Tableau dashboards for 2,500+ healthcare leads, analyzed 110,000+ appointment records, benchmarked 14 competitors, and reduced recurring reporting preparation by an estimated 40% through SQL/Python workflow standardization.

TARGET ROLE ALIGNMENT

Role map: Data Analyst - leveraged SQL/Python data preparation and exploratory analysis across 2,500+ healthcare leads and 110,000+ appointment records. Business Intelligence Analyst - built 3 Tableau dashboards, KPI scorecards, filters, and stakeholder-ready views that reduced recurring reporting prep by an estimated 40%. Healthcare Data Analyst / ETL Reporting Analyst - translated lead readiness, no-show patterns, contact gaps, and patient-access signals into cleaner datasets and workflow recommendations.

CORE SKILLS

Analytics & BI: Tableau, Power BI, Excel, Google Sheets, KPI scorecards, dashboard design, data storytelling, executive reporting

Data & ETL: SQL, Python, Pandas, NumPy, CSV consolidation, claims-style data preparation, validation checks, repeatable reporting datasets

Healthcare & Growth: Healthcare lead scoring, contact-readiness analysis, patient access analytics, appointment no-show analysis, CRM segmentation

Machine Learning: scikit-learn, exploratory data analysis, classification pipelines, model evaluation, predictive modeling, responsible AI

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

PROFESSIONAL EXPERIENCE

Data Analytics & Insights Intern | Medicidiom | 2026

- Built 3 Tableau dashboards from 2,500+ healthcare-industry lead records, covering KPI scorecards, owner/source filters, engagement views, geographic breakdowns, and a Top-50 prioritization queue that reduced initial lead-review scope to the top 2% of records.
- Developed a transparent lead-scoring framework using contact completeness, engagement signals, geography, and outreach readiness; surfaced 27 ready-to-contact leads, about 1% of the list, and flagged 700+ phone-number gaps, about 28% of records, for targeted cleanup.
- Standardized SQL/Python workflows for fragmented CSV and claims-style datasets, reducing recurring manual preparation time by an estimated 40% and turning weekly KPI reporting into a reusable workflow.
- Benchmarked 14 medical-language competitors using a 6-factor market matrix covering pricing, delivery model, AI capability, geography, accreditation signals, and B2B positioning; converted research into 3 decision areas: launch planning, positioning, and expansion.
- Built LinkedIn audience-performance reporting across a 12-month engagement period and 6 dimensions: impressions, reactions, seniority, job function, industry, and location; converted engagement patterns into content and outreach insights for stakeholder review.

Junior Business Developer | SUNEV Plast | 2023 - 2024

- Qualified 80+ prospects weekly, 320+ monthly, using CRM filters, segmentation logic, and market research; improved qualified-pipeline visibility by an estimated 25% for sales follow-up and pipeline prioritization.
- Prepared pricing intelligence and account research summaries that reduced sales-preparation time by an estimated 30% and gave sales teams faster comparisons across 3 buying signals: competitor pricing, customer fit, and outreach angle.
- Mapped customer journeys, churn indicators, and retention opportunities into 3 sales-use cases: outreach prioritization, churn-risk review, and retention discussion planning.

Senior Liaison Officer | MADUCARE Inc. NGO | 2019 - 2024

- Coordinated community health and education program operations over a 5-year liaison role using 5 standardized operating artifacts: reporting templates, stakeholder maps, referral procedures, outreach trackers, and issue-escalation workflows.
- Improved leadership visibility by organizing multi-agency communication, field updates, and program documentation into recurring reporting routines across 3 operating streams: referrals, outreach, and issue escalation.

SELECTED PROJECTS - BUSINESS VALUE AND TECHNICAL DEPTH

- **Lead Intelligence & Scoring Dashboard:** Solved the outreach-prioritization problem for 2,500+ healthcare leads by combining Tableau KPI views, contact-readiness segmentation, and a Top-50 queue; reduced first-pass review scope by about 98% while highlighting high-readiness accounts and data-quality gaps.
- **Medical Appointment No-Show Analysis:** Analyzed 110,000+ appointment records with Python, Pandas, and Matplotlib across 6 access and behavior dimensions: attendance, age, gender, scholarship status, SMS reminders, and weekday; translated findings into patient-access and outreach opportunities.
- **Healthcare Data Pipeline & KPI Reporting:** Combined fragmented CSV and claims-style datasets with SQL and Python to create cleaner recurring KPI datasets; demonstrated ETL thinking, validation logic, and repeatable reporting design that can reduce manual dashboard-prep cycles by an estimated 30-40%.
- **Competitor Pricing & Market Intelligence:** Benchmarked 14 competitors across pricing, service delivery, AI capability, geography, accreditation, and B2B positioning; converted market signals into pricing, differentiation, and go-to-market recommendations.
- **MyClinic Secure Healthcare Cloud Architecture (AWS):** Designed a secure serverless patient-portal architecture addressing scalability, identity, data protection, and operational resilience; mapped Route 53, CloudFront, S3, API Gateway, Lambda, DynamoDB, Cognito, KMS, WAF, and IAM into a practical healthcare cloud blueprint.
- **Educational ML Classification Projects:** Built student admission and heart disease prediction pipelines with scikit-learn, feature preparation, training/testing workflows, and evaluation metrics; demonstrated practical model-building discipline for junior healthcare data science work.

EDUCATION

M.S. in Big Data Analytics - Bay Atlantic University - GPA: 3.97 - In Progress, Expected 2027

Master of Business Administration - Bahcesehir Cyprus University - GPA: 3.24 - 2022

B.Sc. in Political Science - Adekunle Ajasin University - 2016

PROFESSIONAL DIFFERENTIATORS

- Combines business training, healthcare analytics, and applied technical projects, making insights useful to both technical and non-technical stakeholders.
- Able to move from messy data to ETL workflows, dashboards, business recommendations, and responsible AI framing.
- Portfolio-ready work includes live Tableau dashboards, Python analysis, cloud architecture, market intelligence, and healthcare analytics case studies.