SHODIPO RIDWAN OLAMILEKAN

Data and Business Analyst | AI and Automation Specialist

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Professional Summary

Data and Business Analyst with experience in merchant acquisition, territory coordination, performance reporting, business consulting, and practical technology training. Uses Excel, SQL, Power BI, and workflow automation to organise business information, investigate performance, and communicate recommendations. Brings client-facing experience from the MTN agency ecosystem and project work spanning retail, education, research-oriented analysis, and automated business workflows.

Data Analytics Skills

Microsoft Excel; Power Query; data cleaning and validation; PivotTables and PivotCharts; slicers and timelines; lookup and logical formulas; Power BI; DAX; KPI dashboards; SQL; MySQL; relational database design; joins; aggregations; window functions; descriptive analysis; sales and customer analysis; trend analysis; business reporting.

Business Analysis and Analytics Skills

Business needs assessment; stakeholder communication; process documentation; business requirements clarification; sales performance analysis; merchant acquisition and onboarding; client follow-up; territory coordination; KPI definition; business recommendations; training and presentations; project coordination; follow-up and referral process design.

AI and Automation Skills

n8n; Zapier; Make; workflow design; triggers and actions; scheduled workflows; webhooks; API integrations; prompt design; Google Forms, Sheets, Gmail, Calendar and Drive integrations; Telegram notifications; ElevenLabs voice agents; Twilio integration; Supabase; Lovable; AI-assisted content and storytelling.

Professional Experience

Data & Business Analyst

Page Innovations | 2025 - Present

- Build and interpret dashboards and analytical reports using Excel, SQL, and Power BI to support business reporting and decision-making.
- Prepare SQL queries for cohort and performance analysis; document data structures, KPI definitions, and reporting procedures.
- Develop workflow automation for recurring reporting tasks and communicate findings to technical and non-technical audiences.

Professional Experience Continued

Founder and Lead Instructor

InsightSphere Technologies | September 2026 - Present

- Plan and deliver practical training in Excel, SQL, Power BI, data analytics, and AI automation for adult learners.
- Create datasets, assignments, demonstrations, recorded learning materials, and portfolio projects; explain technical concepts in accessible language.
- Coordinate learner enquiries, registration, follow-up, and programme delivery.

Business Strategy and Sales Process Consultant

A4 Homes and Agro Investment Limited | September 2026 - Present

- Assess business structure, sales practices, marketing activity, and staff accountability within a real estate and agro business.
- Develop recommendations for property presentation, lead follow-up, referrals, social media marketing, and performance tracking.
- Prepare staff training topics and a business information checklist to support website and marketing planning.

NYSC Corps Member - Data & Admin Support

Beloveth Home School | 2024 - 2025

- Maintain student records and spreadsheet trackers for academic and administrative reporting; support data organisation and record accuracy.

Regional Team Lead

Top Image Africa - MTN Agency | 2023 - 2024

- Coordinate territory merchant acquisition and field activity; maintain acquisition and performance records for management review.
- Monitor merchant activation and transaction performance, support onboarding issue resolution, and prepare territory updates.

Trade Development Representative

Golden Rule Communication and Top Image Africa - MTN | 2021 - 2023

- Support merchant acquisition, onboarding, relationship management, and follow-up; maintain activation records and compile transaction performance information.

Field Canvasser - MoMo Project

Strategic Outsourcing Limited - MTN | 2020 - 2021

- Identify prospective agents, support onboarding and activation, and capture field information for acquisition tracking.

Education

Higher National Diploma in Accounting | Kanmi Alo Interlink Polytechnic | 2023

National Diploma in Accounting | Federal Polytechnic, Ilaro | 2018

Certifications and Professional Development

Data Analytics Certificate | Page Innovations | 2025

Linux Shell Scripting Certificate

Business Analytics Certificate

AI and Automation Certificate | TS Academy

Data Analytics Projects

Retail and E commerce Performance Analysis

Cleaned and analysed a 600-order dataset, removing nine duplicate records and preserving the original data. Built an interactive dashboard and supporting report covering delivered order value, products, channels, geography, delivery status, and ratings. Documented missing values, date exceptions, and price outliers.

Skills and tools: Excel; data cleaning; validation; formulas; PivotTables; PivotCharts; slicers; timelines; KPI definitions; business reporting.

Supermarket Sales Dashboard

Created an Excel dashboard analysing sales by region, customer, and product, with total sales, orders, quantity, and average order value indicators. Added slicers for interactive exploration.

Skills and tools: Excel; PivotTables; slicers; dashboard design; sales analysis; customer segmentation.

Amazon Style E commerce SQL Database

Designed five related tables for customers, products, orders, order details, and payments using sample data. Wrote queries to examine customer spending, inventory levels, and monthly sales.

Skills and tools: MySQL; database design; primary and foreign keys; joins; GROUP BY; aggregation; inventory and sales reporting.

World Layoffs Data Cleaning

Prepared a layoffs dataset using staging tables, duplicate identification, category and country standardisation, date conversion, and missing-value handling.

Skills and tools: MySQL; SQL staging tables; ROW_NUMBER; PARTITION BY; CTEs; self joins; text cleaning; date conversion.

Student Report Management SQL Project

Created student and score tables and demonstrated joins, filtering, and identification of missing score records using sample education data.

Skills and tools: MySQL; relational tables; primary keys; INNER JOIN; LEFT JOIN; RIGHT JOIN; UNION ALL; data completeness checks.

Plato Pizza Sales Analysis

Analysed 2015 pizza sales to investigate busy periods, product performance, average order value, and seasonal patterns; developed reporting to support staffing, inventory, and menu discussions.

Skills and tools: Power BI; DAX; time buckets; weekday sorting; sales KPIs; visualisation; presentation of findings.

Additional Analytical Exercises

Additional portfolio exercises cover procurement, insurance, healthcare charges, time series, and forecasting.

Medical Equipment Procurement Analysis

Examined procurement records by hospital, state, department, equipment, and supplier, including warranty and maintenance information and data quality review.

Skills and tools: Excel; data validation; date checks; supplier comparison; procurement reporting.

Travel Insurance and Health Charges Analysis

Explored insurance sales and claim fields, and separately examined healthcare charges by age, BMI, smoking status, region, and household characteristics.

Skills and tools: Excel; data cleaning; PivotTables; grouping; descriptive statistics; comparative analysis; charts.

Retail Time Series and Bike Sales Forecasting

Explored retail trends, categories, segments, geography, and delivery intervals. Practised linear trend projection and quarterly seasonality analysis using historical bike data.

Skills and tools: Excel; time series summaries; trend analysis; slope and intercept; linear forecasting; seasonality; charts.

Business Analysis and Consulting Projects

A4 Business Diagnostic and Sales Process Planning

Reviewed business structure and sales and marketing practices. Proposed staff training, clearer follow-up and referral processes, accountability measures, and indicators for leads, conversion, and channel performance.

Skills and tools: Business needs assessment; stakeholder discussions; process review; sales funnel analysis; KPI design; training design; recommendations.

A4 Website Requirements and Content Planning

Prepared a client information checklist covering properties, agro activities, company information, executives, testimonials, images, videos, and contact details to inform a proposed website.

Skills and tools: Requirements gathering; information organisation; content planning; stakeholder coordination; Lovable and Supabase solution planning.

InsightSphere Training Programme Development

Designed practical data analytics and AI automation learning programmes with assignments, demonstrations, and portfolio activities. Coordinated learner communications, registration, and class materials.

Skills and tools: Curriculum planning; needs assessment; documentation; presentation; learner support; Google Forms; Google Meet; Google Drive.

AI Storytelling Programme for Children and Teenagers

Developed age-appropriate AI and automation curricula, including prompts, workflow concepts, AI video and music activities, storytelling, assignments, and final projects.

Skills and tools: Instructional design; prompt design; generative AI; Canva; Gamma; ElevenLabs; ChatGPT; project-based learning.

AI and Automation Workflow Projects

Event Registration Workflow

Designed a form-driven workflow for registration confirmation, attendee logging, and reminder delivery, demonstrated through practical training activities.

Skills and tools: Zapier; Google Forms; Google Sheets; Gmail; trigger-action mapping; field mapping; workflow documentation.

Appointment Confirmation and Reminders

Developed a calendar-based workflow for confirmations, reminders before appointments, and appointment logging; worked through scheduling and past-date handling.

Skills and tools: Google Calendar; Zapier; Gmail; Google Sheets; Formatter; Delay Until; date and time logic.

Daily Weather Notifications

Built and practised scheduled weather workflows using API data and automated notifications; explored Zapier, Make, and n8n approaches, including a 6 AM schedule.

Skills and tools: OpenWeather API; Zapier; Make; n8n; schedulers; Telegram; data formatting; conditional logic; message templates.

AI Assisted Brand Video and Storytelling

Created promotional scene concepts and structured prompts for JAYS TREND HUB and InsightSphere, using reference images, scene continuity, camera direction, and editing plans.

Skills and tools: Google Flow; JSON prompt structuring; visual storytelling; reference-image prompting; CapCut; HeyGen; content planning.

AI and Automation Projects in Development

Current development work covers voice agents, SME business intelligence, certificate verification, and video publishing workflows.

Mama Tees Kitchen AI Voice Agent

Prototype in development. Configured a restaurant voice assistant for menu questions, delivery information, order capture, and reservations. Worked on connecting the agent to n8n and Google Sheets through a webhook and integrating a Twilio number. End-to-end webhook reliability and testing remain open.

Skills and tools: ElevenLabs; Twilio; n8n; webhooks; Google Sheets; conversation design; structured data capture; integration testing.

BizIntel AI

MVP in development. Established foundational structures for businesses, members, plans, subscriptions, payments, and customers. Planned an SME platform combining customer information, order capture, dashboards, and automated lead follow-up; selected an external Supabase architecture for continued work.

Skills and tools: Lovable; Supabase; relational data modelling; multi-tenant design; access control planning; workflow design; n8n integration planning; product requirements.

InsightSphere Verify Certificate Portal

In development and validation. Built frontend pages and an external Supabase foundation for students, programmes, cohorts, enrollments, assessments, certificates, roles, and audit logs. Worked on guarded issuance, verification, certificate presentation, and secure PDF archiving. Live certificate issuance has not been completed.

Skills and tools: Lovable; Supabase; PostgreSQL; SQL migrations; row-level security; role-based access; database functions; audit logging; requirements documentation; validation and testing.

Soccer Kingdom YouTube Upload Automation

Integration in progress. Designed a Google Drive to YouTube workflow using n8n to automate uploads of prepared football videos. API and authentication configuration require further work.

Skills and tools: n8n; Google Drive; YouTube API; Google Cloud configuration; OAuth setup; workflow orchestration; troubleshooting.

Merchant Data Preparation and MSISDN Processing

Prepared merchant and phone-number lists for reporting, including prefix standardisation, grouping, count reconciliation, and structured output.

Skills and tools: Excel; text manipulation; data formatting; grouping; reconciliation; data quality checks.

Portfolio Links

GitHub profile: https://github.com/ridsho09

https://github.com/ridsho09/retail-ecommerce-excel-analysis

https://github.com/ridsho09/Supermarket-sales-dashboard-excel

https://github.com/ridsho09/Amazon-ecommerce-sql-database

https://github.com/ridsho09/mysql-data-cleaning-portfolio

https://github.com/ridsho09/Student-Report-Management-System-SQL-Project-

https://github.com/ridsho09/Ridsho-Plato-Pizza-Sales-Summary