Tosin Falarunu

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PROFESSIONAL EXPERIENCE

SMARTERISE   **Hybrid, NG**
Data Analyst   **JUNE 2023 – Present**

- Spearheaded a team initiative leading to a 25% rise in accurate data collection and processing
- Improved the Powerbi dashboard by integrating real-time data analytics, increasing stakeholder engagement by 30% and facilitating faster decision-making.
- Conducted in-depth analysis of energy consumption patterns, leading to a strategy that reduced carbon emissions by 20% within the first month.
- Implemented a data validation process that improved the accuracy of energy data reporting by 25%, ensuring more reliable insights and regulatory compliance.
- Conducted training sessions for team members on advanced data analysis techniques and tools, improving overall team efficiency and productivity by 35%.

3D IMPACT MARKETING   **NG**
Senior Data Analyst/Automation Expert   **Jan 2018 – June 2023**

- Spearheaded the implementation of SFA software, customized to match company sales processes, resulting in a 20% increase in sales efficiency.
- Analyzed sales data to uncover trends and opportunities, leading to a 15% boost in revenue and a 10% reduction in operational costs.
- Developed comprehensive training materials and orchestrated training sessions for sales teams, equipping team members with SFA system expertise, leading to a 30% improvement in system utilization.
- Cultivated strong relationships with SFA software vendors, resulting in a 50% decrease in system downtime and 100% issue resolution within 24 hours.
- Directed cross-functional collaboration with IT teams, ensuring seamless integration of the SFA system with other business systems, improving data accuracy by 15%.
- Generated regular reports on key performance indicators for sales teams and management, providing actionable insights and driving a 25% increase in sales productivity.
- Identified and implemented process improvements within the SFA system, resulting in a 20% reduction in errors and a 15% increase in sales team satisfaction.

EDUCATION

UNIVERSITY OF IBADAN   **Ibadan, NG**
M.Sc Economic and Financial Statistics

UNIVERSITY OF JOS   **Jos, NG**
B.Sc Statistics

ADDITIONAL INFORMATION

- **Technical Skills/Tools**: Data Cleaning, Data Aggregation, Data Calculations, Data Ethics, Data Analytics, Data Visualization/Presentation, R, SQL, Spreadsheet
- **Certifications**: Google Data Analytics, The complete Business Analysis Fundamental Course