

TOBILOBA BABAJIDE

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years spanning analytics engineering and applied economic research. Builds the full path from raw source data to governed reporting: dbt models in Amazon Redshift, validated metric definitions, and Tableau dashboards that 6 teams across marketing, revenue, and call center operations use without an analyst in the loop - from campaign-to-close funnel tracking to performance reporting on human- and AI-handled calls. Recent work cut dashboard load times from over 2 minutes to 15 seconds and removed roughly 400 hours of manual preparation a year from a weekly reporting cycle. Previously produced 100+ recurring price and inflation analyses at Oaks Intelligence, including correlation work against Nigeria's Consumer Price Index. Tableau Ambassador and Community Leader.

SKILLS

Business Intelligence: Tableau Desktop, Tableau Prep, Tableau Server, Tableau Cloud, Dashboard Development, KPI Definition, Data Storytelling

Methods: Exploratory Data Analysis, Hypothesis Testing, A/B Testing, Correlation Analysis, Cohort Analysis, Trend Analysis, Data Validation and Reconciliation

Analytics Engineering: dbt (staging and mart models), Amazon Redshift, BigQuery, SQL Server, PostgreSQL, MySQL, Data Modeling, ETL/ELT Pipelines, Git (Version Control), Reproducible Workflows

Programming: Python, R, Excel (Advanced)

Domain: Economic and Price-Index Analysis, Inflation and Affordability Trends, Campaign and Lead-Funnel Analytics, Pipeline and Conversion Metrics, Data Visualization and Dashboard Development

WORK EXPERIENCE

Data Analyst, LexHive - Remote | January 2025 - Present

- Own the analytics layer end to end for 10 production dashboards - from dbt models in the Amazon Redshift data warehouse through to published Tableau Server output - used monthly by 10+ stakeholders across 6 business teams.
- Build the full-funnel reporting for Ads and Marketing and Revenue Operations: dbt marts that unify campaign, lead-source, and pipeline status-change data, standardizing statuses and timestamps so conversion is tracked consistently from first campaign touch through closed revenue.
- Model call-level data for Call Center Operations and Voice AI into one schema covering human- and AI-handled calls, joined to quality-review outcomes for Quality Assurance, powering real-time dashboards of call volumes, outcomes, and agent performance.
- Define conversion, pipeline, and pricing metrics with the teams that use them, including the pricing analysis used by Product Operations, translating ambiguous requests into scoped written specifications before any build begins.
- Rebuilt the ELT processes behind 8 of the 10 dashboards, moving transformation logic out of Tableau workbooks and into modeled Tableau flows; load times on the heaviest views dropped from over 2 minutes to 15 seconds, an 8x improvement.

- Consolidated 10 source systems, including Redshift and MySQL, into 1 governed environment of Git-versioned staging and mart dbt models, replacing per-team extracts that had produced conflicting versions of shared metrics.

Data Analyst, Oaks Intelligence - Lagos, Nigeria | April 2023 - January 2025

- Automated the weekly price analysis ETL workflow, cutting 8 hours of manual preparation per week across 52 cycles a year - roughly 400 analyst hours annually.
- Produced 100+ recurring economic analyses across 21 months on 3 cadences (weekly, bi-monthly, bi-annual) using SQL Server, Python, Excel, and Tableau, covering household affordability, inflation, and commodity price movement.
- Ran correlation analysis across retail and wholesale price data against Nigeria's Consumer Price Index, isolating which of 20+ commodity categories moved ahead of the national index and which lagged it.
- Owned 3 recurring analytical products end to end - the Nigerian Economic League dashboard, the Price Tracker report, and the published newsletter - from data intake through written interpretation for non-technical readers.
- Investigated anomalies in pricing data collected by 105 geographically distributed field teams, treating unexpected values as errors to trace rather than results to publish.

Business Data Analyst, Voltrox HQ - United States (Part Time Remote) | January 2024 - October 2024

- Consolidated marketing and social data from 20 sources across 9 months into dashboards used for channel prioritization and product decisions.
- Built 25+ dashboards and visualizations turning raw social and marketing data into decision-ready output.
- Worked with a 8-person cross-functional team to convert ambiguous business and system requirements into scoped user stories.

Data Analytics Instructor, Jupita Academy - UK (Part Time, Remote) | June 2023 - January 2024

- Designed and taught the full analytics curriculum across 6 cohorts, training 100+ students in Tableau, SQL Server, Python, and Excel to entry-level job readiness.
- Built 10+ hands-on exercises and end-to-end projects taking students from raw data through cleaning, analysis, visualization, and statistical modeling.

EDUCATION

Bachelor of Science, Physics | University of Ibadan, Nigeria | April 2019

CERTIFICATIONS

- Google Data Analytics Professional Certificate, 2022
- Google Business Intelligence Professional Certificate, 2024
- Operations Analytics, University of Pennsylvania (Wharton Online), 2023
- Customer Analytics, University of Pennsylvania (Wharton Online), 2023
- People Analytics, University of Pennsylvania (Wharton Online), 2023

COMMUNITY/VOLUNTEER

- Tableau Ambassador and Community Leader, Tableau | September 2025 - Present
- Volunteer, Lagos Tableau User Group | October 2024 - Present