Opeyemi Michael Shodipo

Data & Business Analyst | Behavioural Insight to Growth | SQL, Python, Power BI

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PROFILE

Data and business analyst with seven years across consumer fintech, consultancy and national programmes. At MinieMoney I turned behavioural data into growth: spotting the daily windows when users are active and timing every message to them, part of the work that took the app from **4,000 to 40,000 users in 12 months**. I build the pipelines and dashboards leadership runs on, and present findings that become decisions.

CORE COMPETENCIES

- SQL & Python Analysis
- Dashboards & BI (Power BI, Looker Studio)
- Data Pipelines & Automation
- Presenting Insights to Leadership
- Behavioural & Cohort Analysis
- KPI Design & Performance Reporting
- Segmentation & Send-time Targeting
- Data Quality & Validation

PROFESSIONAL EXPERIENCE

Head of Marketing (Marketing Lead)

MinieMoney
September 2026 - Present

- Own company performance reporting (users, active users, deposits, transfers, savings, revenue) for the CEO, with month-to-date comparisons.
- Built an automated **data pipeline** (Python, SQLite) that ingests daily transaction exports, de-duplicates by transaction ID and publishes a password-protected BI site, refreshed daily via GitHub Actions and Vercel.
- Defined revenue and KPI rules with leadership so every report uses the same definitions.
- Part of the team behind MinieMoney's **anti-fraud system**, which blocks duplicate accounts and false identities at sign-up.

Data / Financial Analyst & UX Analyst

MinieMoney
July 2025 - September 2026

- Found that users were active in consistent daily windows; used it to time email and push delivery, a key driver of growth from **4,000 to 40,000 users in 12 months**.
- Built targeting segments from transaction and app data so messages reached the right customers at the right time.
- Presented insights to marketing, product and leadership and turned them into campaigns and product fixes.
- Documented data-quality issues (duplicates, missing days, double-counted flows) so reports could be trusted.

Founder

engagecl.com
Independent venture

- Founded a multichannel platform (push, WhatsApp, SMS, email) that keeps one record of every customer, after diagnosing delivery problems in our marketing stack.

Head, Data & Strategy (Administrative Lead)

Yahshud LTD
March 2024 - March 2025

- Improved operational workflow by **20%** through system and communication audits and corrective action plans.
- Supported data-backed performance and budget evaluations for consultancy clients (universities and private firms).
- Delivered reports and dashboards on time; part of the research team behind the RAIN investment app.

Marketing & Data Assistant (Admin & Reporting Support)

The Bulb Africa
2019 - 2024

- Supported performance reporting for public sector programmes, including Nigeria's national 3MTT initiative.
- Coordinated product, design and marketing teams to keep campaign deliverables on time and on brief.
- Created templates for stakeholder updates, client presentations and programme deliverables.

TECHNICAL SKILLS

Data & Analysis	SQL, Python, SQLite, Excel (pivot tables, lookups, modelling)
BI & Reporting	Power BI, Looker Studio, Google Analytics, live web dashboards
Data Engineering Basics	Automated ingestion of CSV exports, de-duplication, GitHub Actions scheduling
Workflow Tools	Jira, Google Workspace, Microsoft Office, Slack, Zendesk
Soft Skills	Structured problem solving, clear communication, stakeholder management, attention to detail

CERTIFICATIONS

- CCNA: Introduction to Networks (Cisco Networking Academy, Sep 2026) · verify on Credly
- CCNA: Switching, Routing, and Wireless Essentials (Cisco Networking Academy, Sep 2026)
- CCNA: Enterprise Networking, Security, and Automation (Cisco Networking Academy, Oct 2026)
- CyberOps Associate (Cisco Networking Academy, Nov 2026)
- Data Analytics Certification
- Google Analytics Certified
- Google Ads Certified
- Meta Ads Certified

EDUCATION

MSc, Political Science (Public Administration)
University of Lagos
2026 | GPA: 4.2

BSc, Visual Communication
University of Nigeria
2021

BEd, Art Education
University of Nigeria
2021 | 3.9, Second Class Upper Honours

REFERENCES

Wande Adams
Managing Partner, The Bulb Africa

Abduljabbar Oyekan
Managing Director, Yahshud LTD

Gbolahan Faniran
CEO/Founder, MinieMoney Finance LTD