

DEDEKE DAVID

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PROFESSIONAL SUMMARY

Commercial Data Analyst and E-Commerce Operator with hands-on experience at **Unilever Nigeria** across field trade execution, multi-platform e-commerce management, and data analytics. Skilled in building dashboards (Power BI, Tableau, Excel) that track critical KPIs — total sales, volume, YoY/MoM growth, target achievement, and brand/SKU positioning. Experienced in onboarding high-value category customers, conducting weekly trade audits (OSA, SOS, planogram compliance, RRP pricing), and translating field data into actionable commercial insights. Proficient in SQL, Python, Power BI, Tableau, and Google Data Studio. Open to Data Analyst and E-Commerce Operator roles in Nigeria and remotely.

CORE SKILLS

Analytics & BI: SQL, Python (pandas, NumPy), Power BI, Tableau, Google Data Studio, Excel (PivotTables, Power Query, Advanced Formulas)

Data Practices: A/B Testing, KPI Dashboard Development, Data Governance, Forecasting, ETL, Statistical Analysis, Run-Rate Analysis

E-Commerce Operations: SKU Management, Inventory Control, Sell-Through Rate Optimization, CRO, Product Listing Optimization, Platform Analytics

E-Commerce Platforms: Jumia, Chowdeck, Glovo, Shopify (principles), Amazon (principles)

Trade Execution: OSA/SOS Auditing, Planogram Compliance, RRP Price Compliance, Competitor Analysis, Category Customer Management

Tools & PM: Microsoft 365, Monday.com, Asana, Google Workspace, SharePoint, Adobe, Canva

WORK EXPERIENCE

Customer Development (CD) Data Analyst | Unilever Nigeria

Lagos, Nigeria | 2023 – Present

- Designed and built the team's e-commerce performance dashboard in Power BI, consolidating data from Jumia, Chowdeck, and Glovo into a single view tracking total sales, volume, year-on-year (YoY) growth, month-on-month (MoM) growth, target achievement, and brand/SKU positioning — reducing manual reporting time by 4 hours per week.
- Onboarded and managed BWPC category customers (minimum ₦50M investment threshold), building performance scorecards and tracking incentive attainment milestones to ensure alignment with commercial targets across the category.
- Conducted weekly trade visits across 200+ retail stores to audit On-Shelf Availability (OSA), Share of Shelf (SOS), RRP price compliance, competitor pricing and product positioning; delivered structured insight reports to the commercial team to drive execution improvements.
- Assessed planogram compliance across modern and general trade outlets; recommended SKU repositioning strategies and engaged store managers for real-time feedback, improving execution standards across 40+ accounts.
- Collated and analyzed weekly sales data for 70+ key distributors using Excel and SQL, developing Power BI dashboards that tracked regional performance and informed distributor-level interventions.
- Forecasted SKU-level demand and seasonal risk using Excel run-rate models, prioritizing 15 high-potential SKUs for targeted activation; insights contributed to reducing territory quota shortfalls by up to 10%.
- Monitored Lines Per Store (LPS) and Effective Coverage (ECO) across 10,000+ retail outlets; identified assortment gaps for 50+ SKUs and recommended redistribution strategies, improving on-shelf availability by 8%.
- Tracked innovation SKU performance through run-rate analysis, identifying 3 high-growth regions for scale-up and informing a market expansion strategy estimated to generate ₦12M+ in incremental quarterly revenue.
- Maintained a structured data governance framework for distributor reporting, reducing data entry errors by 20% and improving weekly reporting accuracy across the CD team.

Customer Development – Modern Trade & E-Commerce | Unilever Nigeria

Lagos, Nigeria | 2022 – 2023

- Managed end-to-end e-commerce operations across Jumia, Chowdeck, and Glovo — SKU listing accuracy, stock fulfillment, pricing compliance, and sell-through rate optimization — maintaining 95%+ platform listing accuracy.
- Analyzed sell-through rates and stock replenishment cycles to flag stockout risks 2 weeks in advance, reducing platform out-of-stock incidents by 18% and protecting revenue continuity.
- Collaborated with e-commerce partners to develop product bundles and combo offers targeting slow-moving SKUs, driving a 15% sales uplift on selected products within one quarter.
- Designed and optimized digital product content (titles, descriptions, images, keywords) to improve SKU discoverability and conversion rates across online retail platforms.
- Conducted in-store trade audits across 30+ modern trade accounts to validate SKU pricing versus RRP, shelf placement, planogram compliance, and POS execution; collaborated with merchandisers to enforce standards.
- Partnered with brand managers to plan and execute promotional campaigns including discount activations and online/offline trade events; tracked campaign performance in Excel and delivered post-campaign ROI analysis.
- Built interactive data visualizations to surface SKU velocity, demand patterns, and competitor shelf trends, supporting commercial planning and category review meetings.

EXTERNSHIPS

Data Analyst Extern | Tata Consultancy Services (via Forage)

| 04/2025

- Developed executive-level dashboards and data visualizations to support C-suite decision-making across simulated client engagements.
- Transformed raw operational datasets into structured, decision-ready visual reports using Power BI and Excel, simulating real consulting workflows.
- Framed analytical questions and presented structured insights in a client-facing format, demonstrating strong data storytelling and stakeholder communication.

Data Analytics Extern | Deloitte Australia (via Forage)

| 04/2025

- Built a Tableau dashboard to analyze forensic and financial datasets, surfacing anomalies and trends for leadership review.
- Applied advanced Excel classification techniques (VLOOKUP, IF arrays, PivotTables) to derive business conclusions from complex financial data.
- Delivered structured analytical reports aligned with real-world consulting scenarios, communicating data insights to non-technical stakeholders.

CERTIFICATIONS

- TechCrush Bootcamp – Data Analysis
- LearnWithDA – Data Analysis Externship
- Forage – Data Analysis Certification (TCS & Deloitte)
- Asana Foundation Skills Badge
- Working as a Virtual Assistant – Alison

EDUCATION

B.Sc. Microbiology | Federal University of Agriculture, Abeokuta