

Habib Amoo

Google Certified
Business Intelligence
Professional

Bachelor's Degree in
Accounting
(BSc)

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LinkedIn Page

Projects & Portfolio

kaggle [Visit My Project
Publication](#)

Looker [View Dashboard](#)

Personal Website
Digital/e- Portfolio

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Personal Statement

I'm a dynamic, results-driven professional with a robust background as a Google Certified BI Professional, specializing in business and operations strategy, data modelling, ETL tools, and data visualization. My expertise allows me to transform complex qualitative and quantitative data into actionable insights. I am a proactive problem-solver who adapts quickly to change. With a growth mindset and a passion for continuous improvement, I'm committed to contributing value and driving organizational growth and success. What sets me apart is my relentless pursuit of enhancing performance and delivering better results.



Professional and Technical Skills

- **Data Engineering and Analytics:** 5+ years of data experience in data modelling, Data retrieval and organization, statistical analytics and data interpretation, database processing, data analysis, Data cleaning, Dataflow, ETL and ELT
- **Scripting and Programming:** 2+ years of experience automating repetitive tasks with SQL, R, Python (Numpy, Scipy, Pandas), and working in IDEs.
- **Visualization:** 5+ years of expertise in data visualization, Pattern recognition and utilizing Business Intelligence tools, including graphs, Charts, Dashboards, PowerPoint, Tableau, and Power BI
- **Project Management:** 5+ years of project management experience, handling direct reports, Agile Project Management, Jira, Business Process Management, financial statements, Business plans, Grant Management and Sales reports.
- **Communication:** 6+ years of experience in effective data-driven insights presentation, public speaking, writing, and communicating results.
- **Finance & Accounting:** 6+ years of expertise in financial modelling, budgeting, forecasting, and comprehensive knowledge of Generally Accepted Accounting Principles (GAAP). Proficient in reconciliation, general ledger management, and accounting software (Sage, Zoho Books, QuickBooks, and Tally).
- **Business Software:** 6+ years' experience using Microsoft Excel, Microsoft Word, Salesforce, CRM, SAP, Cloud Computing (AWS, GCP & Azure), Zoho Platforms, PayPal, Stripe, Notion, Synder, Paystack, Mail chimp, WooCommerce, Google Analytics, WordPress, Microsoft Teams, Google Workforce, Spreadsheet & PowerPoint
- **Sales & Marketing:** 4+ years of experience in business development, conversion rate optimization, customer satisfaction management, sales pipeline management, Newsletter Performance Tracking and email marketing.
- **Soft Skills:** 6+ years of experience in analytical and strategic thinking, organizational and planning skills, strong interpersonal skills, independent and team work capabilities, problem-solving, research, and transferable IT skills.



Professional Experience

THE REPUBLIC KNOWLEDGE COMPANY LIMITED

Senior Business Analyst/Commercial Accountant

July 2023 - Present

Company website: [Explore the Company Website Here](#)



Key Achievements

- Achieved significant fundraising goals in 2024, securing \$1.1M USD in funding by executing targeted grant proposals and strategic fundraising initiatives. Designed resilient, forward-looking grant budgets tailored to withstand inflationary pressures, ensuring the successful execution of multiple grant projects and the organization's long-term financial sustainability.
- Demonstrated strong financial management, as measured by effectively managing revenue streams across multiple currencies (USD, GBP, EUR) and mitigating currency risks, by implementing advanced currency risk management techniques that enhanced the organization's financial stability.
- Enhanced organizational transparency and trust, as measured by improved stakeholder and investor confidence, by regulating the presentation of company performance to stakeholders, investors, and international bodies, while fostering strong collaborations with international partners such as OSF, NAMIP, Google, MDIF, Mellon Foundation, JournalismAI and Africa No Filter.

GEOMETRICS SYNERGY SERVICES LIMITED (GSSL)

Senior Commercial Analyst

October 2020 – July 2023

Company website: [Visit Website Here](#)



Key Achievements

- Accomplished a 14% increase in data accuracy, as measured by the improved precision and availability of sales data, by establishing a new sales tracking dashboard and implementing a debt recovery installment management reporting system that streamlined data collection and reporting processes.
- Achieved significant revenue growth, as measured by a ₦50 million increase in local currency and \$1.1 million in foreign currency, along with a 19% increase in market share, by conducting comprehensive financial analysis, multiple location expansion profitability scenarios, and preparing in-depth market share and industry reports that informed strategic decision-making.
- Enhanced overall productivity by 15%, as measured by improved cross-departmental collaboration, by implementing and communicating daily workflow procedures, while also maintaining high customer satisfaction through prompt issue resolution, including the preparation of daily logs, quotations, and tracking customer invoices.

INTERNATIONAL HEALTH MANAGEMENT SERVICE LIMITED (IHMS)

Senior Financial Executive

December 2017 - October 2020

Company website: [Visit Website Here](#)



Key Achievements

- Accomplished an 11% improvement in operational efficiency of finance systems, as measured by enhanced data quality and management, by streamlining data management processes which contributed to more accurate and efficient financial operations.
- Provided strategic financial recommendations, as measured by improved decision-making in investment management, cashflow management, and accurate accounting for reserves, assets, expenditures, and revenues, by analysing financial reports and offering targeted insights to optimize financial outcomes.
- Effectively managed multimillion-Naira NHIS portfolios, as measured by accurate and timely capitation and FFS payments, by coordinating and reconciling with underwriters, providers, and government agencies while maintaining meticulous financial records and monitoring fund and equity investments.



Education

Bachelor of Science in Accounting (BSc)

Al-Hikmah University, Ilorin, Nigeria



2012 - 2016

Graduated 15th August 2016

Google / Business Intelligence Professional Certificate

MARCH 2024 - JUNE 2024 (Online)

Completed extensive three-month job-ready Google Career Certificate training. Demonstrated hands-on experience with core BI practices and tools, including Google DataFlow and Tableau. Confidence in ETL and data modelling processes for extracting data from operational/transactional databases, transforming it into a usable form. Experienced creating and maintaining dashboards and effectively communicating data insights to stakeholders. Fluency in computer programming languages and a solid understanding of databases.

Google/ Data Analytics Professional Certificate

JANUARY 2022 - MAY 2022 (Online)

Completed extensive six-month job-ready Google Career Certificate training. Demonstrated hands-on experience with data cleaning, data visualization, project management, interpreting and communicating data analytics findings. Confidence in transforming complex data into actionable and clear insights. Fluency in computer programming language and a solid understanding of databases.

Professional Membership

Nigerian Economic Society (NES)

National Association of State Boards of Accountancy (NASBA)

The Institution of Chartered Accountants of Nigeria: Professional Stage (ACA-IN VEIW)



Relevant Projects, Certificate & Portfolio:

1. Project Title: Hollywood Blockbuster Movie Insights (2012-2016)

Google Looker Studio Link: [View Dashboard](#)

Date: August 2024 – Present

Description:

- Developed an interactive dashboard in Google Looker Studio, analyzing blockbuster movie trends in revenue, genre, and performance.
- Built a data pipeline for accurate data cleaning, transformation, and visualization.
- Presented key insights through visual storytelling in a slide deck.

2. Project Title: Cyclistic Bike Share- Case Study with R

Kaggle Link: [My project link \(Please click here to visit\)](#)

Date: April – June 2022

Description:

- Developed and executed a comprehensive project plan.
- Built a data pipeline using SQL for Big Query and R Markdown in RStudio.
- Created target tables and an interactive Tableau dashboard for insights.
- Delivered findings through a concise slide deck presentation.
- Achieved over 200 views with 50 monthly visitors.

Enhanced skills in R, data visualization, and project management.

Certificate/Training

- **National Youth Service Corps Certificate, 2017**
- **QuickBooks: Intuit Certified Bookkeeping Professional, 2021**
- **Excel Skills For Business Advanced, Macquarie University, Australia (Online)2021**
- **QuickBooks: Advanced Bookkeeping Techniques, 2023**

Digital/E- Portfolio site: [Visit My Website](#)

