
JOHN IDOWU

SUMMARY

Insightful and strategic Business Intelligence Analyst with 6+ years of experience translating complex datasets into actionable business insights. Skilled in SQL, data visualization, and cross-functional collaboration to support business decision-making. Proven track record of building dashboards, performing deep-dive analysis, and presenting findings clearly to technical and non-technical stakeholders. Adept at balancing technical execution with business needs to drive efficiency, customer value, and operational excellence.

EDUCATION

- **Bachelor of Arts, Economics**, University of Calgary, 2018
Minor in Business | GPA: 3.6
Member of Student Union of Economist Club (SUE)
 - **Data Engineering**, University of Chicago
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SKILLS

- Data analysis, cost & efficiency analysis, visualization & presentation
 - Strong written, oral, and presentation skills
 - Self-driven and collaborative team player with strong time management
 - Proficient in ETL workflows and remote desktop operations
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TOOLS & TECHNOLOGIES

Microsoft Suite • Power BI • Tableau • SQL Server (SSMS) • Snowflake • Sisense • Dundas BI • Jira • Confluence • Zendesk • Salesforce • Bitbucket • Fivetran • Monday.com

PROFESSIONAL EXPERIENCE

Senior Business Intelligence Analyst

Absorb Software | Jul 2021 – Present

- Partner with cross-functional teams to identify analytical needs and deliver impactful dashboards using Sisense, SQL Server, and Snowflake
- Lead strategic reporting by designing KPIs and building automated dashboards to support executive decision-making
- Translate data patterns into actionable insights, enhancing internal and client-facing decision-making
- Write and optimize performant SQL queries and stored procedures for ETL processes
- Simplify complex data for non-technical audiences, improving cross-team alignment
- Use SQL Profiler and debugging techniques to resolve client-side issues and improve dashboard accuracy
- Conduct onboarding and training sessions with clients, simplifying technical reports for adoption
- Restore SQL databases and troubleshoot performance bottlenecks as part of technical implementations

RMA Business Analyst

SMART Technologies | Aug 2019 – Jul 2021

- Designed and maintained global reporting tools using SQL, Power BI (DAX), and Excel
- Created clean, intuitive dashboards to support warehouse operations worldwide
- Built KPIs and metrics for repair cost, regional performance, and product health
- Collaborated across international time zones to ensure efficient reporting and insights

Pricing and Promotions Analyst

Loblaws Companies Limited | Jul 2018 – Sep 2018

- Extracted and cleaned SAP data for \$100M+ weekly front-page item profitability reviews
- Performed ad hoc sales analysis across grocery and fresh food categories
- Streamlined reporting workflows using advanced Excel tools and automation

CERTIFICATIONS

- University of Chicago – Data Engineering
- Pendo.io – Product Analytics Certification

HOBBIES

- All kinds of physical activity, outdoor activities, fitness.
- Web Design: made a few websites in my spare time.
- Sport fan – soccer, basketball mostly