

Freedom Oboh Effiong

Data Analyst & Business Intelligence Consultant

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Summary

Data Analyst & BI Consultant with 3 years of experience in Power BI, SQL, Python and Excel, building dashboards, ETL pipelines and automated reporting for finance, sales and operations teams in the US, UK, South Africa and Nigeria. Brings a financial and credit risk background to every analysis, and uses LLMs, MCP servers and workflow automation to cut repetitive work and speed up delivery.

Technical Skills

Business Intelligence: Power BI (DAX, Power Query, M code, data modelling, live and interactive dashboards), KPI development and monitoring, Excel dashboards and reporting, data storytelling

Data & ETL: SQL (SQL Server), ETL and data pipelines, multi-source data extraction from web, databases and APIs into Power Query, data cleaning, validation, transformation and data quality

Python: pandas, matplotlib and Jupyter Notebook for exploratory data analysis and visual storytelling (projects on GitHub)

Excel & Google Sheets: Advanced Excel (Macros and VBA) and Google Sheets for reporting, dashboards, financial modelling and automated spreadsheet systems

Business Systems: QuickBooks, AccuLynx, WellnessLiving, GoHighLevel CRM, Salesforce, ClickUp, monday.com

AI Tools: LLMs, MCP servers and chatbots, AI-assisted analysis and reporting, workflow automation, prompt engineering (Claude)

Professional Experience

Northcrest Group

USA (Remote)

Client Success Analytical Consultant

Feb 2026 – Present

- Built a live Power BI and Excel dashboard for Wilco Contractors' (roofing and remodelling, Dallas–Fort Worth) weekly management meetings, using API connections into Power Query (M code) to pull QuickBooks and AccuLynx data on financials and jobs into one report, replacing several hours a week of logging into separate CRMs and platforms to pull numbers by hand.
- Serve as analytical point of contact for 4 client accounts across home services, dance education, cleaning and salon/beauty, personally managing 3, turning business questions into dashboards, KPI tracking and recommendations.
- Consolidated Wilco's campaign data from GoHighLevel CRM, Google Business Profile and Meta into a single marketing performance view.
- Built financial and revenue BI for Art of VIII School of Dance from WellnessLiving data.
- Set up operational systems for Art of VIII, including a ClickUp workspace for staff workload tracking and a survey that informed season campaigns and events.

Freelance

Remote

Data Analyst & Business Intelligence Consultant

Dec 2024 – Present

- Delivered 3+ healthcare dashboards for a US consultancy and a major US hospital: Financial Performance & Opportunities, Implementation Progress & Departmental Alignment, and Provider Credentials Overview.
- Built Medical Forensics analytics for a South African provincial health department, tracking fraudulent medical claims, risk levels and resolution status across facilities.
- Designed a data collection pipeline for Chids Inventory (UK–Uganda logistics), giving every item a unique ID and moving the business from paper records to an automated spreadsheet system, cutting hours of manual data entry and record searching each week.
- Cleaned and analysed survey data for BHMP Network and presented findings and recommendations directly to the CEO.

Royal Exchange Finance Company Limited

Lagos, Nigeria

Credit Risk Analyst

Dec 2023 – Nov 2024

- Assessed and underwrote loan applications for SMEs and salary earners by analysing financial and bank statements, presenting recommendations to the Credit Committee (Legal, Control, Finance and Recovery heads through to the CEO).
- Prepared the Portfolio at Risk (PAR) report and monthly collections report to monitor repayment performance and flag delinquent accounts for senior management.
- Assessed borrower affordability using debt-to-income analysis and structured repayment plans for approved loans.
- Used Excel and SQL to analyse loan performance and identify repayment trends and risk patterns.
- Visited clients to support loan restructuring and worked with Recovery and Finance on risk-mitigation strategies.

Certifications

AI Fluency: Framework & Foundations – Anthropic Academy (2026)

Claude Prompt Engineering – Anthropic Academy (2026)

SQL Server for Data Analysis – Alison (2024)

Financial Modeling in Decision-Making – Alison (2024)
Fundamentals of Credit Management – Alison (2024)
Introduction to Risk Management – Alison (2024)
Fundamentals of Financial & Management Accounting – Coursera (2022)

Education

Tai-Solarin University of Education
Bachelor of Science (Education), Economics 2018 – 2023

Additional

Language: English