

YUSUF, Ayodeji Zainab

White View Estate, De Dem's Park Bus Stop, Beside Lekki Pride Estate, Ajiwe - Ajah, Lagos State, Nigeria

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BIO DATA

- Date of Birth: 17th January 1991
 - Nationality: Nigerian
 - Marital status: Married
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PROFESSIONAL QUALIFICATION

Chartered Institute of Bankers of Nigeria (CIBN) **Associate of Chartered Institute of Bankers (ACIB)**

EDUCATION

- **Microsoft Power BI Data Analyst- Associate**
 - The University of Texas at Austin McCombs School of Business
Post Graduate Program in Data Science and Business Analytics (PGP-DSBA)
 - Obafemi Awolowo University, Ile-Ife, Osun State, Nigeria.
B.Ed. Mathematics and Integrated Science (Second Class Upper Division)
 - Lagos City Computer College, Ikeja, Lagos State, Nigeria.
Diploma in Computer Science
 - Federal Government Girls' College, Oyo, Oyo State, Nigeria.
West African Senior School Certificate
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WORK EXPERIENCE

Standard Chartered Bank, Lagos

Wealth Management Analytics Support Manager, Affluent Banking

Dec 2020 – Date

- Give insights into available opportunities to increase wealth products penetration in the existing client base
- Wealth Management Portfolio performance analysis and management
- Monthly analysis of clients' investment portfolio to prevent attrition
- Promote analytics solutions to foster positive customer experience by service personalization
- Data sourcing, data transformation and data modelling in line with the bank's product Risk Assessment Criteria (RAC) and checklists using SQL and Excel
- Investment Portfolio and Advisory Analytics

- Build and evaluate KPIs performance report for Relationship Managers and Investment Advisors
- Prepare Wealth Lending analysis for stakeholders for business-based decisions based on facts and trends using Tableau/Power BI
- Prequalify clients for wealth management products in line with the business strategies and campaign documents
- Weekly tracking and sharing of wealth products uptake and utilization using Microsoft Excel and Power BI/Tableau dashboard
- Monthly preparation of wealth management productivity report for Affluent Banking
- Promote cross-sell, up-sell and retention of wealth lending products for Affluent Banking by regular follow-up with the relationship managers
- Lead generation and tracking for Electronic Direct Mail activities and leads upload on Customer Experience Management System (CEMS) for client engagement by relationship managers

Standard Chartered Bank, Lagos

Product Analyst, Credit Card

June 2020 – Dec 2020

- Monthly data selection with Product Officer and Product Manager
- Data sourcing, data transformation and data modelling in line with the bank's product Risk Assessment Criteria (RAC) and checklists
- Descriptive, Predictive and Prescriptive Analysis
- Created Tableau dashboards for Digital Sales Team daily report
- Sent clean data to credit bureau agencies to get credit reports
- Analysed credit reports to generate Clients Prequalification Lists
- Populated application forms for pre-qualified clients using macros
- Loaded leads on Customer Experience Management System (CEMS) for Digital Sales Team and the branches for further engagement
- Tracked *cooling off* period during campaigns
- Prepared letters of offer to be sent to successful clients using macros
- Tracked door-to-door delivery of credit cards
- Monthly tracking of inactive credit cards

Standard Chartered Bank, Lagos

Customer Service Executive

April 2017 – May 2020

- Evaluated customers' needs and provided accurate information and advice on products and channels
- Recorded and managed customers' complaints
- Recommended service improvements based on customer feedback and observations to the Head of Department
- Profiled customers on alternate channels such as ATM, online banking, e-statement, transaction alerts etc.
- Monitored queue management in the banking hall and ensured orderliness
- Processed service requests of clients

Mikano International Limited, Lagos

Project Officer

February 2015 – April 2017

- Cross-sold best suited power equipment and products to walk-in customers and existing clients
- Provided efficient customer service to clients by identifying and analysing their needs towards achieving customer satisfaction

- Liaised with other departments on behalf of customers to ensure and maintain standard service delivery
- Constant review of project contract documents to ensure that the company discharged its service obligations to its clients
- Followed-up with existing and new customers for feedbacks to give room for improvement
- Preparation and management of price lists
- Preparation of Bill of Quantity according to clients' requests and specifications
- Preparation of sales invoices, sales orders and delivery waybills using ERP
- Responding to bids within stipulated time and closely following up with respective clients

COURSES ATTENDED

- **The Ultimate MySQL Bootcamp: Go from SQL Beginner to Expert** -Udemy Inc., Virtual
- **Certification Course in Advanced Excel** Consumer Vibe Information Technology Ltd, Lagos

ACHIEVEMENT

- Standard Chartered Bank Nigeria 2023 Innovation Hackathon Winner
- Standard Chartered Bank Nigeria 2022 Affluent Banking Never Settle Award for best well executed innovation that significantly impacted success and engagement level of Relationship Managers
- Mikano International Limited Employee of the Year (Project Department) for 2015

SKILLS

- Data Analyst skills
- Proficiency in R, SQL, Power-BI and JIRA
- Adobe Analytics and Python-Beginner Level
- Proficiency in Microsoft Office Suites
- Good interpersonal skills
- Effective communication skills
- Ability to prioritize work and meet deadlines
- Ability to learn and acquire new skills with ease and fast

REFERENCES

Mr. Joseph Sam Aggrey

Head, CCB Analytics
Standard Chartered Bank, Nigeria
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