

PAUL OLUWATOSIN BARNABAS

HEAD OF BUSINESS INTELLIGENCE | DIRECTOR OF BI

Lagos, Nigeria

Phone: +234 803 7754 613

Email: paul.barnabas@outlook.com

<https://www.linkedin.com/in/askpaulbarnabas>

PROFESSIONAL SUMMARY

Experienced and results-driven BI and Data Management Practitioner with 10+ years of expertise in leading data-driven strategies that inform strategic decision-making, improve operational efficiency, and drive business growth. Proven track record of delivering high-quality data strategies, resulting in significant revenue growth and cost reduction. Adept at harnessing advanced analytics, optimized data architecture, and cross-functional collaboration to achieve organizational goals. Certified Power BI Data Analyst Associate, proficient in leveraging on-premises & cloud environments.

AREAS OF EXPERTISE

- Data Governance Framework
- Analytics & Reporting
- Business Intelligence Strategy
- Data Engineering
- SAP MDM & Analytics
- Research & Technology
- Data Management
- Data Warehousing
- Business Collaboration
- Strategic Leadership
- Training and Development
- Artificial Intelligence

RELEVANT SKILLS

- Recognized for building and leading Business Intelligence teams that architect and implement measurable BI solutions, enhancing operational efficiency and strategic decision-making through data-driven insights.
- Possess high-level expertise in closing the gap between cloud computing and business intelligence to reduce cost, increase deployment speed, and provide end-users with real-time access to business-critical data.
- Seasoned Business Process Owner with a wide range of experience in SAP Analytics, Master Data Management, and building pipelines between SAP HANA Database and data warehouse.

WORK EXPERIENCE

ReadWrite Data Solutions Limited | Co-Founder

April 2025 – Present

- SAP Analytics and BI Project
- Business Development.
- Corporate/Individual Training
- Product Development and Management

Reliance Health | Director of Business Intelligence

December 2024 – April 2025

- Led the development of the 2025 BI and Data Engineering strategy and roadmap to align with enterprise growth priorities.
- Directed the global data warehousing and reporting program using Snowflake, dbt, and Metabase, enabling unified analytics at scale.
- Established enterprise-wide data governance and business glossary frameworks to strengthen data quality and compliance.
- Championed BI adoption through executive engagement, dashboard standardization, and targeted end-user training.

Seven Up Bottling Company Limited, Lagos | Head, Data Management & BI

December 2021 - November 2024

Leads the Business intelligence team to develop an approach to Business Intelligence which enables the use of effective and appropriate external information and data sources to inform internal decision making. Develops and implements data migration plans that ensure data quality and integrity across systems.

Achievements:

- Delivered a high-quality data strategy to support strategic decisions and drive organizational performance, resulting in a 25% increase in revenue and a 30% reduction in operational costs.
- Fostered trust between a team of BI Developers, Data analysts, ETL developers, Database Administrators, a Data Scientist, and business users, to deliver insight and build understanding that facilitate implementation, reducing project delivery time by 20%.
- Identified and implemented new data sources that provided insights into customer behavior and P&L, leading to a

significant increase in sales revenue by 30%.

Seven Up Bottling Company Limited, Lagos, Nigeria | Business Intelligence Manager April 2020 - November 2021

- Spearheaded the implementation of SQL Server Analysis Services to build semantic business models, which provided stakeholders with real-time access to critical business metrics and ad-hoc analysis for data analysis, resulting in 80% increase in insight-driven decision-making.
- Automated the delivery of key performance indicators (KPIs) that generated insights, increasing sales revenue by 20%.
- Exploited Microsoft Power BI, Excel, and SAP Analytics Cloud to create interactive visualizations, resulting in a 15% increase in data accessibility by stakeholders and a 10% reduction in data processing time.

Seven Up Bottling Company Limited, Lagos, Nigeria | Business Intelligence Developer November 2018 - March 2020

- Generated new report templates and enhancements by following modern and ideal standards for optimal report performance, which increased user adoption by 50%.
- Facilitated the adoption of Microsoft Power BI Embedded by supervising the application development/Testing of the report dashboard, tenant configuration, and deployment of the capacity in Azure to deliver real-time dashboards and visualizations for more than 400 Sales Executives and business users; resulting in project savings of \$25,000.
- Utilized T-SQL queries, M and DAX languages to achieve high-quality data models and accurate data insights.

Bancor Outsourcing, Lagos, Nigeria | Manager / Business Intelligence Analyst September 2014 - November 2018

- Leveraged built Reports and Dashboards for generating insights and advising management on applying measures, driving business growth by 5%.
- Enlightened Staff Trainer on collaboration and communication tools, including office productivity tools, Microsoft Excel, and Power BI, which enhanced seamless collaboration and boosted team productivity by 50%.
- Gathered data from a variety of data sources and performed meaningful analysis, resulting in a 15% increase in data accuracy and a significant boost in stakeholder trust.

PROJECTS

ERP Migration to SAP S/4 HANA | Seven Up Bottling Company Limited November 2021 – November 2024

- Led the analytics workstream and ensured the SAP Analytics solutions integrate into the overall project plan.
- BPO for the data migration team ensuring data migration consistently and accurately while maintaining data quality throughout the migration process, resulting in a 95% data quality.

Enterprise Data Warehouse (EDW) | Seven Up Bottling Company Limited September 2019 - November 2024

- Designed the data structures in the warehouse, defining entities, transaction-based objects, database structure, attributes, and relationships between data elements.

Microsoft Power BI Embedded deployment | Seven Up Bottling Company Limited March 2019 - December 2019

- Deployed a Microsoft Power BI embedded capacity in Azure, configuring the capacity settings and deploying the capacity to the target environment achieving about \$25,000 in savings on licensing costs.

EDUCATION

Bachelor of Engineering in Electrical Engineering | University of Ilorin, Ilorin, Kwara State 2011

CERTIFICATIONS

Fabric Analytics Engineer Associate | Microsoft 2024

Business Analysis | Hibreed Station Incorporation, Canada 2023

Power BI Data Analyst Associate | Microsoft 2022

The Complete SAP Analytics Cloud Course | Udemy 2022

Designing Business Intelligence Solutions with Microsoft SQL Server | Jireh Computer Solutions Enterprises 2019

ADDITIONAL INFORMATION

Technical Skills: Microsoft Power BI, Microsoft Fabric, Excel, SQL, Python, Snowflake, dbt, Metabase, Dagster, Tableau, SSAS, SSRS, SSIS, SAP Analytic Cloud, MS SQL, Postgres, Oracle, MySQL, and Cloud BI & AI on Microsoft Azure, GCP and AWS.