

# Faith Olayiwola

Lagos, Nigeria

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Links

[LinkedIn](#) | [Portfolio](#)

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## Summary

Process-oriented Business Analyst skilled at leveraging data to optimize decision-making and drive business growth. Proficient in applying statistical techniques, data visualization tools, and storytelling to transform complex datasets into actionable insights. Proven track record of successfully improving operational efficiency and exceptional analytical skills that yield outstanding outcomes. Skilled in Excel, SQL, Power BI, and Tableau, with a strong ability to collaborate across teams and deliver impactful results.

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## Experience

### Guaranty Trust Bank

Business Relationship Officer • Lagos, Nigeria

07/2023 - Date

- Analyzed commercial portfolio data across Aviation, Oil & Gas, Trading, and Manufacturing sectors, identifying deposit and revenue optimization opportunities that contributed to ₦200+ billion in deposit growth.
- Conducted portfolio performance analysis to detect income and liquidity leakages, redesigning value-chain banking models that increased non-interest revenue by 120% and improved CASA balances by ₦50 billion.
- Performed financial and credit risk analysis on facilities exceeding ₦15 billion, evaluating cash flow trends, repayment patterns, and risk exposure to maintain strong asset quality.
- Structured and analyzed trade finance transactions (₦15 billion+) including working capital and invoice financing, assessing FX exposure and transaction risk.
- Increased treasury and FX product penetration by 84% through data-backed cross-sell strategy using transaction flow analysis.
- Built quarterly performance reports and competitor benchmarking dashboards to inform sector penetration strategies, improving market share by 26%.
- Leveraged internal banking data and ecosystem mapping to identify and onboard 35+ high-potential distributor and corporate prospects.
- Partnered with Digital Banking teams to optimize onboarding workflows using process data, reducing turnaround time by 50%

### Tools & Analytical Exposure:

Financial modeling | Portfolio analytics | Risk assessment | Performance reporting | Market intelligence analysis | Excel (Advanced) | CRM & Core Banking Systems

### Languages for Growth and Impact Foundation

12/2021 - 04/2023

Marketing Lead • Remote, Nigeria

- Analyzed customer acquisition and deposit growth metrics to optimize campaign performance and improve portfolio expansion strategies.
- Designed KPI tracking framework that improved sales performance by 30% (2021–2023).
- Conducted B2B and B2C campaign performance analysis, identifying conversion drivers and improving engagement rates.
- Monitored customer feedback data to reduce complaint resolution time by 30%, enhancing customer retention metrics.
- Managed and tracked sales funnel performance for a 3-person team using structured conversion monitoring.
- Maintained and analyzed engagement data for 150+ customers, generating insights to improve retention and lifetime value.

**Tools & Analytical Exposure:**

KPI tracking | Funnel analysis | Customer segmentation | Performance dashboards | Excel | Basic CRM Analytics

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**Education**

University of Ibadan

German • Nigeria

12 /2021

BA German, Second Class (Hons); Upper Division

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**Skills**

Core Competencies: Executive & Strategy Support, Performance Tracking & KPI Dashboards, Strategic Planning & Business Reporting, Research & Market Analysis, Process Optimization & Operational Efficiency, Communication & Stakeholder Coordination

Technical Tools: MS Excel, SQL, MS Power BI, Ms PowerPoint, Tableau.

**Technical Skills:** Data Modeling, Analytical Thinking, Database Management.

**Soft skills:** Work Ethic, Problem Resolution, Communication Skills, Time Management, Team Player, Attention to Details, Proactiveness.

**Others:** MS Office 365, Google Workspace, Notion, Canva, Slack.