

Valerie Madojemu

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📁 Portfolio

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PERSONAL SUMMARY

Data consultant with 4 years' consulting and contract experience across legal, telecoms, performance marketing and sports. Hands-on with dbt data modelling on BigQuery, Postgres, and Snowflake. I have also built AI-enabled analytics workflows with Claude Code and the Tableau MCP server.

SKILLS

Data & Modelling: dbt, SQL, Python, Data Modelling, Data Pipelines, CI/CD

Warehouses: BigQuery, Snowflake, Postgres

BI & Visualisation: Tableau (Desktop + Cloud), Power BI, Looker

AI-enabled Analytics: Claude Code, Tableau MCP server

PERSONAL PROJECTS

England Hockey Analytics | [GitHub](#)

- Created a data pipeline with dbt on BigQuery, connected to Tableau Cloud where the data model is built, and automated weekly via Prefect and GitHub Actions.
- Integrated Claude Code with the Tableau MCP server to query the Tableau Cloud data model in natural language.

SaaS Campaign Performance | Python, Tableau | [Tableau Dashboard](#)

- Developed campaign performance analysis using GA4 and social media analytics, aligning organic and paid data through a unified model to improve consistency, validation, and channel benchmarking for data-driven budget optimisation.

EXPERIENCE

Gainshare Performance (GoDaddy), BI Developer (Contractor)

Jan 2026 – Mar 2026

- Redesigned Tableau dashboards into executive-ready views covering **~£25M** in annual OTT and Linear TV ad spend, enabling C-suite and media buyers to identify top-performing publishers, scale winning creative, and track spend against plan.

Cogent Skills, Data Analyst (Contractor)

Jan 2025 – Jul 2025

- Designed and delivered data models and Tableau dashboards for **2** workforce analytics projects in the UK nuclear sector, completed in **6 weeks**.
- Built ETL pipelines in Tableau Prep and Python that automated data cleansing and standardisation, improving data accuracy and lineage.

Viasat (Inmarsat), Data Analyst (Contractor)

Jul 2024 – Jan 2025

- Built Tableau dashboards and data models from BigQuery, analysing sales performance to inform client renewal and new-business decisions.
- Designed slide decks automated through Python that delivered on-demand client decks to the sales team, reducing prep time for renewal and new-business meetings via Salesforce.

The Information Lab (TIL), Consulting Data Analyst

Mar 2022 – Jul 2024

- Completed a **16-week** intensive data analytics programme covering Tableau, Alteryx, SQL and Power BI.
- Delivered multi-sector client projects over **2.5 years** (selected projects below).

CLIENT PROJECTS AT THE INFORMATION LAB

Linklaters

Apr 2024 – Jul 2024

- Migrated **1,100** Excel reports into Tableau dashboards on permission-driven systems, improving data consistency across a regulated environment.
- Standardised metrics across legal and business functions through governed reporting solutions adopted by **1,500 global users**.

Boldyn

Mar 2024

- Engineered proof-of-concept Tableau dashboards analysing the London Underground's network infrastructure to identify problem areas, which secured contracts for training and enablement.

SkillCorner

Mar 2024

- Built an accelerator Tableau Prep flow and dashboard to standardise complex performance data, improving structure, accuracy and lineage visibility. Reduced data-to-insight time from **3–4 days** to **30 minutes** while aligning outputs with governance and scalability standards.

Reach (Siem Reap, Cambodia — pro bono)

Feb 2024

- Led a pro bono project for a non-profit, designing Tableau dashboards integrated with Microsoft Forms and Excel to enhance monitoring of programme activities. Supported social workers overseeing around **150 families** each by improving visibility and coordination.

West Ham Football Club

Jan 2024

- Re-engineered Tableau dashboards and automated data collection in Tableau Prep by introducing structured data models that improved accuracy, completeness and consistency.
- Reduced manual processing time from **2 hours** to **15 minutes** while aligning workflows with governance and quality standards.

Everton Football Club

Nov 2023 – Jan 2024

- Led the Grow-to-Tableau dashboard migration, collaborating with data engineers on modelling and data quality requirements.
- Automated dashboard updates via Alteryx and Snowflake, saving **3 hours per week**.

Forterra

Apr 2023 – Oct 2023

- Developed Tableau dashboards and automated data collection, improving the structure, quality, and frequency of compliance reporting.
- Led the Oracle-to-Tableau migration via SSMS, shifting business metrics to the data layer and delivering **110 reports in 5 months**, with **50% cost reduction** and **250% user-adoption growth**, to enable self-service capabilities.

TIL Premier League Package

Mar 2023

- Developed a reusable Alteryx and Tableau data package using StatsBomb data, applying data-modelling and validation principles to standardise inputs for multiple football clubs. The solution contributed to **£357K** in new contract revenue.

PGA European Golf Tour

Mar 2023

- Crafted Tableau dashboards for the media team to access historical data, player statistics and tour information, increasing information-retrieval efficiency by **30%**.

Cygnia

Feb 2023

- Optimised the inventory management system through a Tableau dashboard, improving data visibility, standardisation, and decision-making efficiency across warehouse operations.
- Re-engineered a complex Alteryx Transaction History workflow, streamlining data processing and validation to reduce interpretation time by **70%** and enhance data quality controls.

Harwoods

Jul 2022 – Dec 2022

- Developed a Live Chat analytics dashboard in Tableau, leveraging Salesforce data models to improve visibility of customer demographics, engagement, and conversion patterns.
- Built a Customer Location dashboard providing spatial insights into customer distribution, supporting marketing and service-centre planning with accurate, standardised data.
- Led the design and rollout of a Lead Management Review system migrating from Excel to Tableau via Salesforce data, automating reporting workflows and saving **4 hours per week**.

CERTIFICATIONS

Alteryx Advanced, dbt Fundamentals