



# 2024 DATALEUM Impact Report



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## Company Overview

In 2019, a group of visionary, passionate Nigerians set out with a bold ambition; one that has since transformed thousands of lives globally.

Launching in Lagos, Nigeria, in August 2019, our journey began with training 30 individuals in Data Analytics. From the beginning, our mission was distinct: to equip millions of Africans with the skills needed to thrive in the global tech ecosystem. To date, we have trained over 35,000 people, with many securing new roles and promotions through our expanding alumni network. We have also given over 1,500 scholarships, providing life-changing opportunities for individuals to enhance their skills, advance their careers, and contribute meaningfully to the global tech ecosystem.

From these modest beginnings, we have grown into a formidable force in the global EdTech industry.



### Mission

To continuously transform the world through Talent Acceleration, Business Innovation, and Community Building.



### Vision

Becoming the World's Leading and Sustainable African Talent Ecosystem.

## OUR CORE VALUES

Innovation

I

Maximizing  
Opportunities

M

Professionalism

P

Agile

A

Continuous  
Improvement

C

Teamwork

T

# From the CEO's Desk

**BODE ROBERTS**  
Chief Executive Officer

Dear Stakeholders,

As we reflect on our journey in 2024, I am delighted to share the incredible strides Dataleum has made in shaping the landscape of technology education and consulting. This year marks a pivotal milestone for us as we celebrate our 5th anniversary, a journey characterized by resilience, collaboration, and relentless pursuit of excellence.

In 2024, we continued to raise the bar by delivering innovative and impactful training programs across a variety of industries. Our commitment to advancing knowledge and promoting skill development has not gone unnoticed. This year, we received the prestigious award for Best Technology Training and Consulting Firm in Africa 2024 by World Business Outlook, further solidifying our position as a leader in the EdTech space. This recognition speaks to our dedication to not just imparting knowledge but equipping businesses and individuals with the tools to excel in a rapidly evolving digital world.

Among the year's notable accomplishments was receiving full accreditation from the Chartered Institute of Bankers of Nigeria (CIBN), formally endorsing Dataleum as a Technology Learning Provider for Banking and Financial Institutions. This recognition and our recent partnerships reinforce our commitment to building robust, industry-focused programs that address the unique needs of today's dynamic business environments.

A key highlight of this year was the launch of the inaugural Dataleum Excellence and Recognition Awards (DEAR), an initiative to celebrate impact makers and tech champions among our alumni and across Nigeria. This event not only honored individuals and organizations driving innovation but also inspired a community-wide commitment to excellence. The awards underscored the transformative power of technology and served as a platform to spotlight the remarkable achievements of those shaping the future.





Our journey this year has also been marked by impactful Corporate Social Responsibility (CSR) initiatives and partnerships, underscoring our commitment to giving back to society and supporting communities. In partnership with the Rash Foundation, we embarked on a mission to train 30 women in data analytics, empowering them with essential skills for the future. Additionally, through the Heritage 50 Initiative, we provided tailored data training for 50 former employees of Heritage Bank, equipping them to transition smoothly and pursue new opportunities in a rapidly evolving job market.

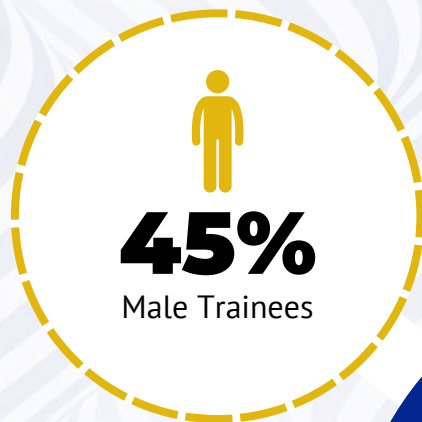
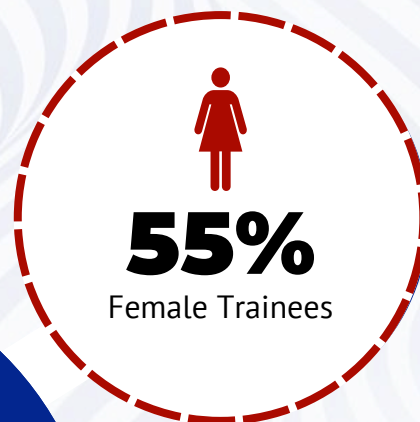
Our strength lies in our team, a dynamic mix of talents and perspectives, each committed to our shared purpose. Over the past year, we've expanded our workforce, bringing on board forward-thinking professionals who are redefining the standards of excellence in Technology education and Consulting. This growth has not only enhanced our capabilities but also enriched our culture of continuous learning and creativity. In recognizing the critical role our educators play, we have invested significantly in their professional development, ensuring they remain at the forefront of multi-sectoral trends. Their dedication and expertise are vital in delivering the quality experiences that Dataleum is known for.

The recognition we have received and the milestones we have achieved are important, but what drives us is the impact we create. Our aim has always been clear: to elevate learning, inspire change, and make a lasting difference. As we look forward to 2025, we are not just prepared for the future; we are creating it. The work we do is more than a mission, it is a commitment to leading the charge in technology education, innovation, and consulting.

To every member of the Dataleum tribe; our team, our partners, our learners, and other amazing stakeholders, thank you for being part of this journey. Together, we have not only achieved great things but also built a foundation for even greater accomplishments. The next chapter promises exciting challenges and limitless opportunities, and I am confident that by continuing to embrace excellence and collaboration, we will shape a future that inspires and uplifts all.

Let's move forward with purpose and vision, knowing that the impact we create today will define the successes of tomorrow.

**Bode Roberts**  
**Chief Executive Officer**





## Pictures from 2024 Physical Cohorts



January



February



March



April



May



June



## Pictures from 2024 Physical Cohorts



July



August



September



October



November



December



# Talents Empowered Globally in 2024



 Nigeria: 1625	 Germany: 5	 Luxembourg: 2
 United Kingdom: 213	 Benin Republic: 2	 Ghana: 1
 Canada: 42	 Finland: 2	 Niger: 1
 USA: 11	 Netherlands: 2	 Ireland: 7
 Australia: 4	 Qatar: 2	 Oman: 2
 Portugal: 2	 UAE: 2	 Malta: 1
 Kenya: 2	 Zambia: 2	 Unspecified: 45

# Corporates Trained

Access Bank Plc



GTCO

GTCO

Coca-Cola HBC



Ardova Plc

Living Faith Church



Hydrogen Payments

Chi Limited



Engie Energy Access

Mavin Records



Julius Berger

Buhler Nigeria



Covenant MFB

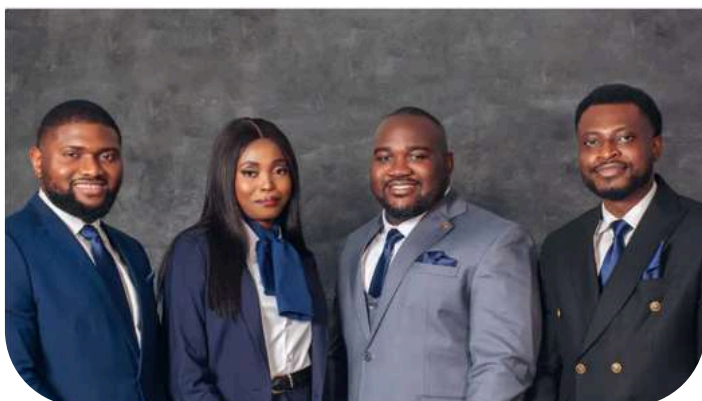
**1535**  
EMPLOYEES  
TRAINED





## CIBN Accreditation

### Dataleum Advancing Technology Education for Banking, Finance, and Beyond



Dataleum's recent accreditation by the Chartered Institute of Bankers of Nigeria (CIBN) as a Certified Tech Learning Provider represents a significant milestone in our mission to enhance data literacy and business intelligence across industries.

Following our recognition by World Business Outlook as Africa's Best Technology Training and Consulting Firm for 2024, this achievement underscores our commitment to delivering exceptional, technology-driven learning solutions that empower professionals and organizations alike.

The journey to earn this prestigious accreditation was meticulous and challenging, yet essential. For Dataleum, it involved more than meeting regulatory requirements.

#### What CIBN Accreditation Means for Us at Dataleum

The CIBN certification is not just a title; it's an acknowledgment of our deep commitment to addressing the critical skill gap in data analytics and business intelligence for professionals in banking and finance. As more financial institutions embrace data-driven decision-making, the demand for skilled data analysts and business intelligence experts is growing. CIBN's accreditation solidifies Dataleum's role as a partner in equipping these professionals with the skills necessary to excel in their roles.

At Dataleum, we've seen first-hand how data literacy can empower financial experts, influencing everything from risk management to customer engagement and investment strategy. Since our inception, we have impacted over 35,000 individuals, including 8,000 banking and finance professionals. Each one of these participants represents a step toward creating a more data-competent workforce that can drive Nigeria's economic development forward.

While our CIBN accreditation places a clear focus on banking and finance, Dataleum's mission spans across sectors. We believe that data skills are not industry-specific but are crucial for success in virtually every field. Professionals today, whether in finance, health, manufacturing, or education, benefit from the analytical skills that allow them to interpret data, make informed decisions, and contribute to their organizations strategically.

As Dataleum continues to expand its footprint, we are building industry specific curricula that equip professionals with data analytics expertise relevant to their unique contexts. From foundational data skills to advanced analytics, we strive to empower individuals to leverage data in meaningful ways.

Our efforts within the banking and finance sector are only beginning. Data has become the bedrock of modern finance, providing insights that help banks enhance customer experiences, assess risk, and strategize for growth. By working closely with Nigeria's financial institutions, Dataleum aims to integrate data literacy as a core competency within the sector. We envision a future where every banker, from front-line staff to top executives, can confidently interpret and apply data insights to drive decisions.

Dataleum is investing in specialized analytics training and collaborative partnerships to deepen our impact in this field. For example, our recent training programs for investment banking teams have provided skills that directly improve performance and strategic decision-making. We plan to replicate these programs in other institutions and expand our offerings to cover emerging needs, such as predictive analytics and machine learning applications in finance.

As data becomes the language of business, our goal is to equip professionals with the skills to interpret, analyze, and act on data-driven insights that can transform their organizations. Moving forward, Dataleum will continue to collaborate with industry leaders, educational institutions, and government bodies to make data literacy accessible across sectors. With plans to train thousands more professionals in data analytics and business intelligence, our focus remains on creating an empowered workforce ready to lead in a digital world.

Dataleum is proud to be recognized as a trusted provider of data analytics education, and we look forward to furthering our mission of shaping a data-proficient, forward-thinking financial sector in Nigeria and beyond.



# 2024: A Year of Growth and Global Impact



**KAMAL DANDINA**  
Chief Growth Officer

As we close the chapter on 2024, I am thrilled to reflect on a year that has been nothing short of transformative for **Dataleum** - a year defined by ambitious strides, remarkable growth, and profound impact. It marked another milestone in our journey of becoming a global leader in business consulting and human capital development.

One of the year's standout achievements was receiving accreditation from the **Chartered Institute of Bankers of Nigeria**, solidifying our dedication to delivering top-tier, industry-standard training tailored to the financial sector. This recognition is a prove to the quality and relevance of our workforce development programs and technology innovations.

Beyond training, we extended our consultancy services to groundbreaking projects, such as a comprehensive data audit for one of Africa's largest religious institutions with global presence in over 144 countries –demonstrating our expertise in crafting solutions that drive measurable results and harnessing the power of data in community management.



Additionally, our commitment to the UN Sustainable Development Goals remained unwavering. Through initiatives like the Heritage 50 and Empower Her, we bridged gender gaps in the Data and AI space, equipped young Africans with in-demand tech skills, and fostered decent work and economic growth. These efforts are at the core of our mission to nurture talent and transform lives across the continent.

On a global scale, we deepened our presence in the diaspora market, experiencing significant traction in the UK, Canada, and the US. This expansion was complemented by a growing trend of enrollments from Scandinavian countries, further validating the impact of our work across borders within the human capital ecosystem.

To crown an exceptional year, we were honored to be recognized by The World Business Outlook as the Best Tech Training and Consulting Firm - a powerful affirmation of the collective vision, dedication, and excellence that define Dataleum.

As we look to 2025, I am filled with anticipation for the opportunities that lie ahead. Your immense support has been instrumental in driving our success, and together, we are poised to achieve even greater milestones. Here's to an exciting journey forward!

**Kamal Dandina**  
**Chief Growth Officer**





# CORPORATE TESTIMONIALS





“

My team just went through a very very powerful training with Dataleum.

It's been very effective. I have seen them do some presentations that highlighted some important skills that have added more color and value to what we do.

So, to Dataleum, we want to say thank you and God bless you.

**Pastor David Oyedepo Jr.**  
**Resident Pastor, Faith Tabernacle**







At Bühler Limited, we produce food processing equipment and recently partnered with Dataleum to upskill our employees in Data Analytics. The sessions were enlightening, engaging, and highly impactful.

I highly recommend Dataleum to HR managers looking to enhance their teams' skills. You can trust them to deliver exceptional training and valuable insights.

**Quawiyah Oluwafisayo Falola**  
HR Manager, Buhler Nigeria





The data analytics training was incredibly insightful and enriching. It provided me with a wealth of valuable knowledge and practical skills that I can apply directly to my day-to-day activities.

The concepts and techniques covered during the sessions have given me a deeper understanding of data-driven decision-making, enabling me to approach tasks with greater efficiency and precision. I truly appreciate the opportunity to enhance my expertise in such a meaningful and applicable way.

**Emmanuel Adekanmi**  
HR Business Partner, Access Bank Plc.







I participated in a two-day Data Analytics training facilitated by Dataleum, and it was an exceptional experience.

The sessions were highly impactful, with the trainer demonstrating patience, engaging interaction, and a thorough approach to delivering the content.

The training provided a perfect balance of learning and practical application, making it both enriching and enjoyable. I highly recommend Dataleum for anyone seeking top-quality training in this field.

**Chidinma Ogbugo**  
Relationship Officer, Guaranty Trust Bank Plc.





# ALUMNI SUCCESS STORIES







**VALENTINE ASHIBUOGWU**  
Dataleum Alumnus, Nov. 2023

I recently finished my University education at the time. I studied Mathematics and statistics. I have always been interested in numbers and data in general, so after school, I decided to embark on a journey into tech and take Data Analytics as a course because I found it very intriguing.

I really had fun with Dataleum, not only were the sessions informative, but they were also interactive, and that helped with regards to understanding what was taught.

We had a lot of practical work that assisted our understanding and prepared our minds for the work or tasks we could face outside. Now, I work at Nestle. I work as a Financial Accountant and an Analyst. I'd like to say Dataleum assisted me in my journey as an Analyst!

While on maternity leave and preparing to resume a more senior role, I decided to upskill in data presentation and reporting.

I enrolled in Dataleum's Data Analytics course, determined not to return after three months without gaining new knowledge. The course significantly boosted my technical skills, confidence, and career prospects.

After completing the program, I updated my CV with my new skills and began applying for jobs. For the first time since 2021, I advanced beyond the CV stage and was invited to interview with a multinational.

With Dataleum's interview prep support, I confidently navigated the process and secured a role as a Planning Analyst.



**GBEMISOLA AKINFEMISOYE**  
Dataleum Alumna, Apr. 2022



**FAVOUR EDWARDS**

Dataleum Alumna, Jun. 2023

Before discovering Dataleum, I struggled to advance my career in data analytics despite trying YouTube tutorials and minor boot camps. My only comfort zone was Microsoft Excel. Everything changed in June 2023 when I won Dataleum's International Women's Day scholarship for their Beginners Data Analytics Course.

The training was transformative. The facilitators provided a clear roadmap and a solid foundation, and I even created my first Power BI dashboard. Inspired to keep learning, I became a Microsoft Certified Power BI Data Analyst Associate in May 2024, scoring 927/1000. Today, I work as a Business Intelligence Data Analyst at OmniRetail.

I'm deeply grateful to Dataleum for their support in shaping my career, and I wholeheartedly recommend them to anyone seeking direction in their data analytics journey.

I began my journey as a Business Sales Assistant/Data Analyst but wanted to advance my skills in data analytics. Joining Dataleum was the perfect next step, with patient facilitators ensuring we grasped every concept.

As the best graduating student, I earned a scholarship for the intermediate Data Analytics course and placed second in Dataleum Hackathon 4.0, which boosted my confidence.

Today, I'm thrilled to begin a new chapter as a Data Analyst at a renewable energy company. This opportunity wouldn't have been possible without Dataleum's mentorship, support, and recommendation, which equipped me with the skills and confidence to thrive.



**GODSWILL EDMUND**

Dataleum Alumnus, Mar. 2024



## Partners in Impact

At the heart of every success story is collaboration. We are deeply grateful to our partners for their unwavering support, shared vision, and commitment to excellence. Together, we've made remarkable strides in driving innovation, empowering individuals, and creating lasting impact in 2024.



### COVENANT UNIVERSITY ALUMNI ASSOCIATION

In our commitment to fostering continuous growth, we partnered with CUALA to offer our courses at a discounted rate to their community members. This collaboration aims to empower individuals, equipping them with the skills and knowledge needed to strategically position themselves for global opportunities.



### THE NEST HUB

The Nest Hub has been an invaluable partner in our training sessions throughout the year, offering conducive learning spaces that have greatly enhanced our programs. We deeply appreciate their support and are excited about the potential for even more impactful collaborations in the year ahead.



### HR TALENT HUB

We are honored to have served as the headline sponsors of the 2024 HR Conference and Community Fest, proudly hosted by HR Talent Hub. Held on December 7, 2024, at NECA House, Alausa, Ikeja, Lagos, this landmark event brought together a vibrant community of professionals, recruiters, and HR enthusiasts. This strategic partnership between HR Talent Hub and Dataleum seamlessly integrated three dynamic segments: a Conference, a Career Fair, and an Award & Dinner Night, creating an unforgettable experience that celebrated innovation, career growth, and excellence in HR.



### TECH CABAL

We are thrilled to have partnered with TechCabal as an off-site workshop partner for the second edition of their flagship conference, Moonshot by TechCabal. This collaboration aligns seamlessly with our shared mission of advancing Africa's technology landscape and driving innovation across the continent.



### FEDERAL MINISTRY OF COMMUNICATIONS, INNOVATION & DIGITAL ECONOMY

In a dedicated effort to support the impactful 3MTT initiative, Dataleum proudly served as the official training provider for the inaugural cohort, successfully managing the training of an impressive total of 111 trainees.



### RASH FOUNDATION

We are thrilled to have partnered with the Rash Foundation, founded by Rasheedat Ajibade, a renowned Nigerian professional footballer who plays as a forward for Spanish Liga F club Atlético Madrid and the Nigerian women's national team. Through this impactful partnership, 30 exceptional women received transformative training in Data Analytics, empowering them with valuable skills for the future.



## Awards & Recognitions



Best Technology Training and Consulting Firm in Africa 2024  
**World Business Outlook**



Best EdTech Startup in West Africa 2023  
**Global Startup Awards**



Best EdTech Startup in Africa 2023  
**Global Startup Awards**



Fastest Growing Company of the Year 2023  
**The Iconic Brand Awards (TIBA)**



Startup of the Year 2022  
**AOT Lagos**



EduTech Startup of the Year 2021  
**TechTrend Africa**

## Recognitions from Media/Diaspora

**Forbes**



**Vanguard**

**BOND'INNOV**



**PUNCH**

**THIS DAY LIVE**



**BUSINESS DAY**





# 2024: Crafting Stories, Amplifying Voices

DEBBIE DOSUNMU

Group Head, Corporate Communications

2024 was a transformative year for our Corporate Communications Department. We significantly elevated our organization's brand visibility through dedication, innovation, and collaboration, strengthened our stakeholder relationships, and laid the groundwork for future successes. Allow me to walk you through the highlights of this remarkable journey.

First and foremost, we saw our brand awareness soar to new heights. Our efforts led to a 30% increase in media mentions and a 25% growth in social media following. We were widely celebrated as thought leaders in digital education, earning several prestigious awards that underscored our global reputation, including being named the **"Best Technology Training and Consulting Firm in Africa" by the World Business Outlook**. Even during challenging moments, our adept handling of crisis communications ensured that stakeholder trust remained steadfast.

Stakeholder engagement was another area where we made a profound impact. As we celebrated Dataleum's 5th anniversary, our campaigns reached **over 5,000 community members**, fostering a shared sense of pride and connection.

Internally, we launched the **"Voices of Dataleum" weekly email series**, bringing our employees closer together. Through regular updates and strategic joint initiatives, we also strengthened our partnerships with key collaborators.





A notable highlight was publishing the **2024 Global Recognition Report on Outstanding Women in Data**, which became our most successful LinkedIn post to date. This feature amplified our voice as champions for inclusivity and innovation in tech.

The digital landscape was a thriving platform for our storytelling in 2024. On LinkedIn alone, we published **over 400 posts**, boosting engagement by **40%**. Carousel campaigns and high-quality video content captivated audiences and garnered **over 1 million views**, reinforcing our leadership in career development and innovation.

This success extended to Instagram and Telegram, where community growth broadened our reach and deepened connections. We also launched the **Dataleum YouTube Series**, expanding content offerings and establishing it as a key engagement channel. Additionally, our first UK-shot viral content enhanced visibility in a new market, setting the stage for global expansion. Our street vox pop campaign further connected us with the community, providing valuable insights for strategic planning.

Internally, communication flourished through bi-weekly virtual office hours and newsletters, fostering transparency and connection within the Dataleum community. We welcomed a new team member which further strengthened our capabilities, emphasizing diversity and high performance.

Our efforts yielded measurable results. Our Instagram engagement rose by **50%**, website traffic increased by **20%**, and initiatives like the YouTube Series and UK content played pivotal roles. We had monthly training sessions to address digital communication trends, while creating unified brand guidelines and a centralized content calendar to ensure consistent messaging.

Looking ahead to 2025, we plan to expand digital storytelling, leverage AI tools, strengthen collaboration, launch a podcast series featuring industry leaders, and introduce an ambassador program for advocacy.

In summary, 2024 was transformative. With strategic planning, creativity, and dedication, we've set the stage for even greater success. Here's to continued innovation and impact!

**Debbie Dosunmu**  
Group Head, Corporate Communications



# PROGRAMS & PROJECTS







# HERITAGE 50 PROJECT

The Heritage 50 Project was launched as part of Dataleum's commitment to supporting professionals in the financial sector, especially in the wake of the sudden liquidation of Heritage Bank in June this year. Understanding the challenges faced by displaced bank staff, Dataleum offered scholarships to 50 former employees to upskill in Data Analytics, equipping them with critical, marketable skills to increase their employability in a competitive job market.

The Heritage 50 Project was launched as part of Dataleum's commitment to supporting professionals in the financial sector, especially in the wake of the sudden liquidation of Heritage Bank in June 2024.

Understanding the challenges faced by displaced bank staff, Dataleum offered scholarships to 50 former employees, equipping them with critical, marketable skills to increase their employability in a competitive job market. The primary objective was to leverage participants' existing financial knowledge while introducing them to in-demand data analytics skills.

Through intensive training in tools like Excel and Power BI, Heritage 50 participants gained the expertise necessary to analyze, visualize, and interpret data effectively. This training not only empowered them to transition smoothly into data-centric roles but also allowed them to remain relevant and competitive in a variety of fields beyond banking.

In addition to technical skills, the program emphasized holistic professional development by incorporating modules on Personal Branding, LinkedIn Optimization, and other essential soft skills. These elements helped participants enhance their professional profiles, better positioning them for opportunities globally. With a well-rounded skill set and the confidence to navigate new career paths, Heritage 50 alumni are now equipped to re-enter the workforce with a strong foundation in data analytics and strategic networking.



**RASHEEDAT AJIBADE**  
Founder, Rash Foundation

## Empower Her: A transformative experience in partnership with RASH foundation

In celebration of Nigeria's Independence Day on October 1st, 2024, the Dataleum Alumni Women Network (DAWN) partnered with the Rash Foundation, founded by Rasheedat Ajibade, a Nigerian professional footballer who plays as a forward for Spanish Liga F club Atlético Madrid and the Nigeria women's national team. This partnership birthed the launch of the "Empower Her Project.", an initiative designed to equip women with essential analytics skills, empowering them to secure roles and excel in today's data-driven landscape. The project's goal aligned with Dataleum's broader mission to create more inclusive opportunities within tech by providing women with the tools and confidence to thrive.

Out of a pool of 376 applications, 30 outstanding women were selected for this transformative program. These participants embarked on an intensive journey, receiving comprehensive training in core data analytics skills. With a focus on tools and techniques vital to analyzing and interpreting data, the program prepared them for the technical demands of the industry, providing each participant with hands-on experience and mentorship to bridge the gap between theory and practice.

Beyond technical expertise, the Empower Her Project emphasized professional development by integrating soft skills training in areas such as Communication, Business Etiquette, and Personal Branding.

These additional modules equipped participants with essential interpersonal and professional skills to enhance their personal and professional image, ensuring they were well-prepared for success in diverse, modern workplaces.



## Dataleum Alumni Hackathon 4.0: A drive to encourage innovation and embrace challenges

To foster collaboration, synergy, and continuous learning within our ever-growing alumni community, Dataleum hosted its 4th Annual Data Hackathon in September 2024, a high-energy event that spotlighted the brilliance of our alumni while challenging their skills in real-world problem-solving.

With 12 outstanding participants from various professional backgrounds teamed up to tackle datasets spanning sectors like manufacturing, e-commerce, sports, and education. The event was designed not just as a competition, but as a platform to assess key professional skills: data analysis, collaboration, and strategic thinking.

Participants showcased their mastery of tools like Power BI, Python, and SQL, demonstrating how these technologies can drive impactful decisions across industries.

More than just a competition, the event highlighted the synergy and innovation within our alumni community. Teams worked seamlessly to analyze complex data, presenting actionable insights and creative strategies to a panel of judges. The winning solutions tackled key industry challenges, showcasing the practical application of data analytics to drive meaningful impact.

This hackathon underscores Dataleum's commitment to bridging the gap between education and industry.

This stands as a testament to the exceptional talent within our alumni network and reflects our unwavering commitment to fostering and nurturing globally functional tech professionals.





**DATALEUM**

# NEWS

**WE HAVE BEEN OFFICIALLY SELECTED AS A TRAINING PROVIDER TO THE FEDERAL MINISTRY OF COMMUNICATIONS, INNOVATION, AND DIGITAL ECONOMY.**



**3MTT**

As part of our ongoing commitment to fostering digital literacy and skills development in Nigeria, Dataleum partnered with the Federal Government as learning providers for the 3MTT (Three Million Technical Talents) program.

Through this collaboration, we successfully trained 111 participants in Data Analytics and Data Science, empowering them with the technical expertise and practical skills essential to thrive in today's data-driven economy. The comprehensive curriculum featured hands-on training in industry-leading tools, including Excel, Power BI, Python, and SQL. Participants gained not only technical proficiency but also real-world problem-solving capabilities, ensuring they were fully prepared to meet the evolving demands of the industry and contribute meaningfully to their organizations and communities.

Beyond technical proficiency, the program placed significant emphasis on the development of essential soft skills, recognizing their critical role in professional success. We integrated dedicated modules on Communication, Personal Branding, and Problem-Solving, designed to help participants enhance their ability to convey ideas effectively, build a strong personal presence, and approach challenges with innovative solutions.

This holistic approach ensured that, upon completion, participants emerged not only as technically skilled professionals but also as confident, adaptable individuals with the interpersonal and critical thinking abilities required to thrive in dynamic and diverse work environments.





## 2024 Hall of Fame: Top Performers Across Cohorts

### ★ Data Analytics (Beginners)

#### PHYSICAL COHORT

- Olalekan Agbona (76%)
- Cynthia Ofo (89.25%)
- Godswill Edmund (79.75%)
- Olalekan Babayeju (73%)
- Victoria Atomeji (78.25%)
- Abiola Alowonle (88.25%)
- Ademola Mahmood (88.5%)
- Isaac Adeayo (81.5%)
- Gofwan Gotau (86%)
- Onaopemipo Adeniyi (86.75%)
- Nimat Sadiq (88%)
- Oluwatosin Omowole (85.5%)

#### VIRTUAL COHORT

- Joan Odekeye (86.75%)
- Hamza Mac-Isuman (92.25%)
- Deborah Joshua (85.25%)
- Oghenetega Orugbo (89%)
- Mary Opute (90.5%)
- Osaigbovo Edomwonyi (90%)
- Adeyinka Ajagbe (90.25%)
- Favour Ogbonna (90%)
- Rapheal Gbenupo (85.5%)
- Philips Akinrogbe (90%)
- Emmanuel Egbeadumah (85%)
- Paul Ajiboye (85%)

### ★ HR Analytics

- Olusegun Fajemirokun (76.5%)
- Aniekan Ekpo (79.3%)
- Abdullah Ganiyu (91%)
- Chieze Enuma (86%)
- Oluwaseyi Ajayi (85.5%)

### ★ Data Analytics (Intermediate)

- Tumininu Ajayi (87.5%)
- Adebukola Gbogi (87.5%)
- Onyekachukwu Otugo (91%)
- Chioma Ayaborsi (90.5%)
- Abiodun Akinwale (96%)
- Temitope Akingbehin (90%)

### ★ Business Analysis

- Oluwaseun Ojedokun (77%)
- Jude Ehiabhilyson (91%)
- Chimeremnma Nwigwe (82%)



## Special Recognition: Our Facilitators



Kamal Dandina



Nnaemeka  
Reuben Eze



Michael Toyinbo



Enobong  
Owonam



Ifeoluwa Taiwo

## DATA ANALYTICS

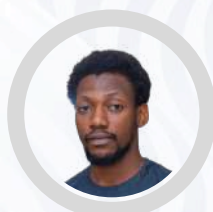
★ ★ FACULTY ★ ★



Ayodeji Otti



Adekunbi  
George-Odufuwa



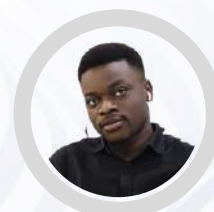
Oyesanmi Omoboyeje



Emmanuel Ezika



Faith Ntekim



Samuel T.  
Familusi



Temitope  
Kareem



Daniel  
Chukwuma



Emmanuel  
Effiong



Temitope Ayinla



Abiola Ogunbajo



Tamunoibiye  
Da-Wariboko



Mary Bassey



Kayode Ojo



# Special Recognition: Our Facilitators

## DATA SCIENCE

★ ★ FACULTY ★ ★



Temitope Adeyeha



Mubarak Adigun



Odutayo Odufuwa



Razak Ladoja

## BUSINESS ANALYSIS

★ ★ FACULTY ★ ★



Oluwaseun Adeyemi



Oluwayomi Oyekanmi



Abiola Okusanya



Bolatito Osiname

## Special Recognition: Our Facilitators



As the Lead Analytics Trainer, I have trained over 3,500 professionals, growing from a pioneer trainee to an adaptable facilitator. Engaging diverse learners has honed my ability to tailor teaching methods to various learning styles, and witnessing their growth and success has been truly fulfilling.

**Nnaemeka Reuben Eze | Data Analytics**



Since joining Dataleum as a Business Analysis facilitator, I have mentored and taught three cohorts of students from the UK and Nigeria, comprising professionals from leading organizations and ambitious academics pursuing excellence. The overwhelmingly positive feedback from students reflects their improved confidence, clarity in BA concepts, and career readiness. Personally, this role has deepened my expertise and insights into the evolving BA landscape, while enabling me to shape the next generation of Business Analysts poised to deliver significant impact in their fields.

**Bolatito Osiname | Business Analysis**



## Special Recognition: Our Facilitators



Teaching at Dataleum has been a truly rewarding experience for me. I have had the opportunity to teach SQL to a diverse group of learners, using real-world scenarios that make the material engaging and practical. Indeed, it has been fulfilling to watch my students grow in confidence and competence, solving problems that directly prepare them for their careers. Every class feels like a chance to inspire and contribute to their success, and I am absolutely delighted to embrace that.

**Faith Ntekim | Data Analytics**



Being a facilitator at Dataleum has been an incredibly fulfilling journey. It's been amazing to contribute to learners' growth, helping them build confidence and mastery in data skills. The collaborative environment and innovative approach at Dataleum have not only sharpened my teaching abilities but also expanded my knowledge. Watching learners achieve milestones and knowing I've played a part in their success has been deeply rewarding. This experience has truly solidified my passion for empowering others and advancing the data community.

**Ayodeji Otti | Data Analytics**

## Special Recognition: Our Facilitators



Facilitating at Dataleum has been a fulfilling journey, mentoring passionate individuals in data analytics and celebrating their growth. With its collaborative and supportive environment, Dataleum fosters learning, innovation, and shared success, making it more than a training academy—a vibrant community shaping future data professionals.

Cheers to shaping futures, celebrating triumphs and achieving greatness A-Team!

**Adekunbi George-Odufuwa | Data Analytics**



Facilitating and mentoring has been a wonderful experience. Seeing people go from novice, to reaching out to you to help review dashboards and insights has been nothing short of amazing.

It's always good to know you are making an impact in peoples lives and careers.

**Ifeoluwa Taiwo | Data Analytics**



## Special Recognition: Our Facilitators



Facilitating for me is always a privilege. I remember being in the position of seeking the knowledge I now have the opportunity to share. Facilitating at Dataleum is more than just teaching—it's an avenue for personal growth. Every time I teach, I also learn, refining my skills as a data analyst. What I admire most about Dataleum is the trust they place in their facilitators to deliver exceptional work. Beyond that trust, they consistently prioritize our welfare, ensuring we feel valued and supported. To me, Dataleum is more than a professional environment, it's family.

**Odutayo Odufuwa | Data Science**



Facilitating Python for Data Analytics at Dataleum has been a fulfilling experience, where I guided learners in mastering essential programming and analytical skills. It was rewarding to see their progress and contribute to developing the next generation of data professionals.

**Razak Ladoja | Data Science**

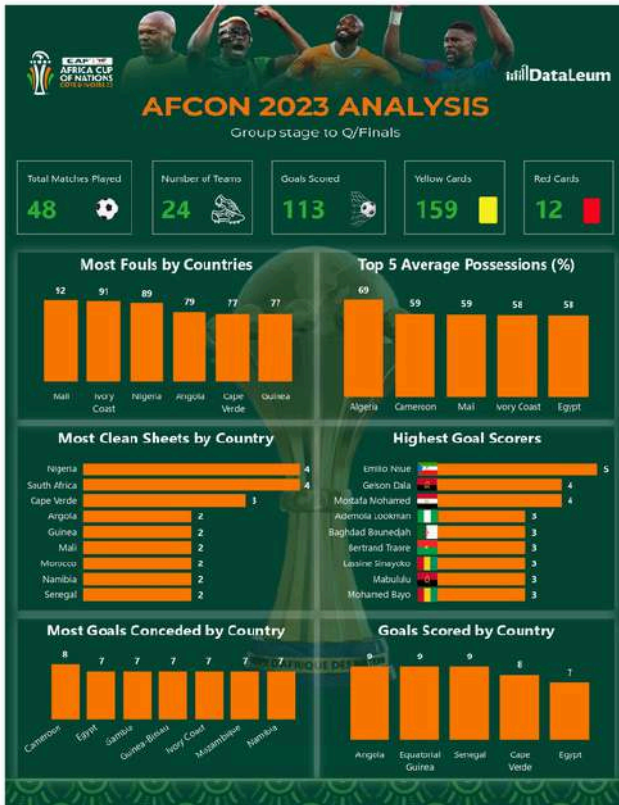


# PUBLISHED REPORTS

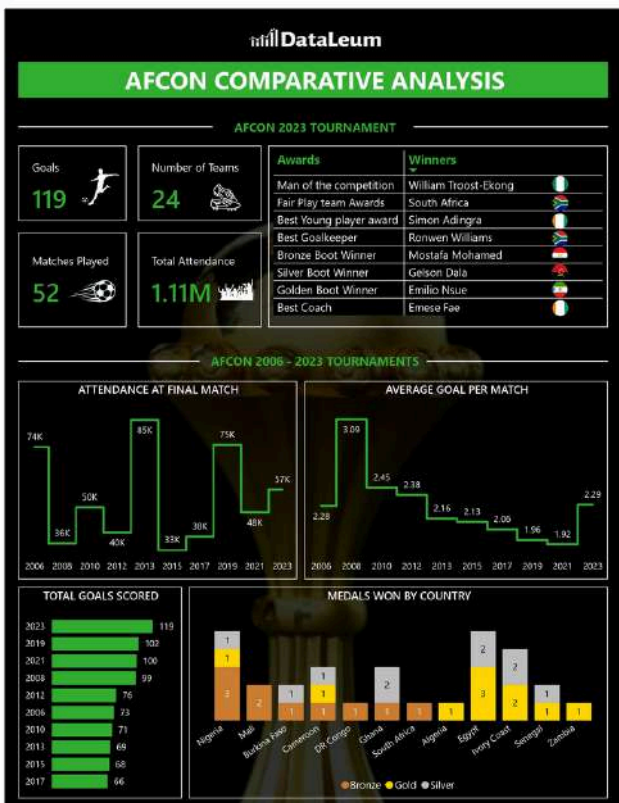




## Published Reports

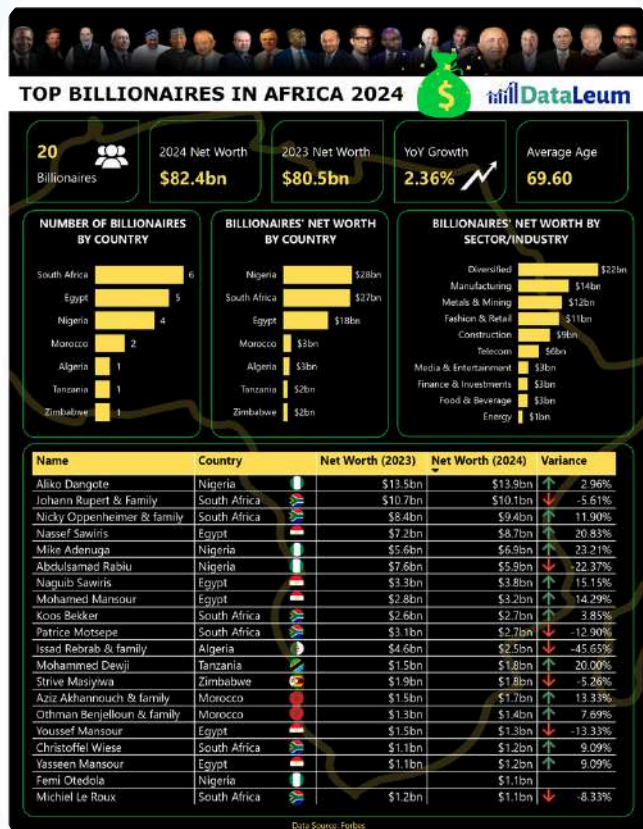


The AFCON 2023 Analysis report concisely reviews key tournament statistics from the group stage to the quarterfinals. It highlights 48 matches played, 113 goals scored, and performance metrics like fouls, possession rates, clean sheets, and top scorers. Insights include Mali's leading fouls (92), Algeria's highest possession (69%), and Nigeria's record for most clean sheets (4). The data was sourced from CAF match reports.

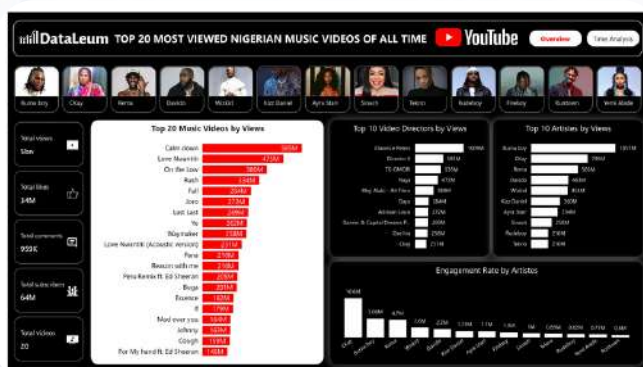


The AFCON Comparative Analysis dashboard, published by Dataleum, evaluates the 2023 AFCON tournament alongside historical trends from 2006 to 2023. Key findings include a total of 119 goals scored in 2023, with Nigeria leading in medals won historically. Attendance metrics and average goals per match indicate fluctuating engagement. Data was gathered from AFCON tournament reports and official statistics.

# Published Reports



The Top Billionaires in Africa 2024 report offers insights into the wealth distribution among Africa's wealthiest individuals. It highlights 20 billionaires with a combined net worth of \$82.4 billion, showing a 2.36% growth from the previous year. Key findings include South Africa having the most billionaires (6), Nigeria leading in net worth (\$28bn), and diversified sectors topping industry wealth (\$22bn). The data was sourced from Forbes.



This report reviews the top 20 most viewed Nigerian music videos on YouTube. It highlights "Calm Down" leading with 585M views and Burna Boy with 1057M total views. The key metrics include view counts, engagement, and trend of views. Insights show the importance of collaborating with top directors like Clarence Peters. The data was extracted from YouTube analytics.

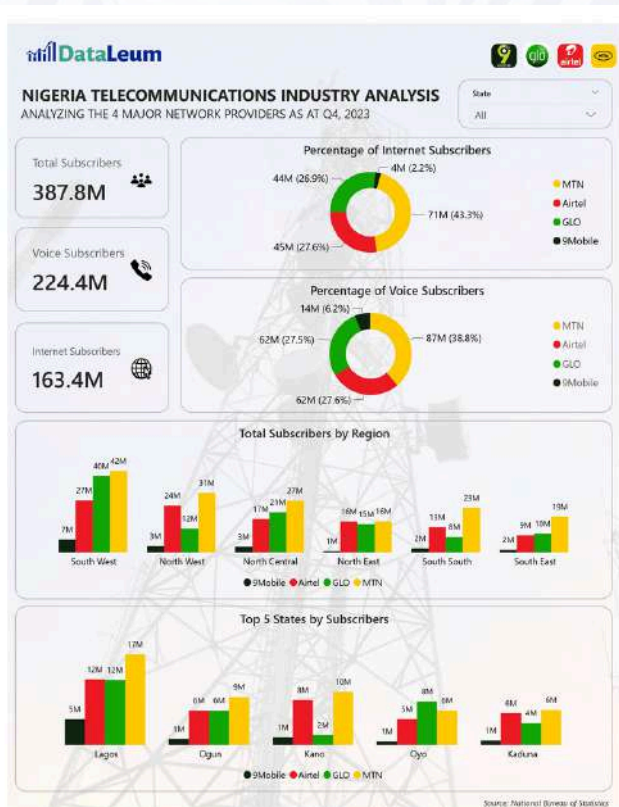




## Published Reports



The 30 Outstanding Women in Data report concisely recognizes exceptional women across six continents. The report aims to highlight the achievements and contributions of these women, who have demonstrated excellence in the field of data, innovation, and leadership. The selections were based on a rigorous review process, considering factors such as industry impact, technical expertise, and community engagement. The report serves as an inspiration for aspiring data professionals and promotes gender diversity in the industry.

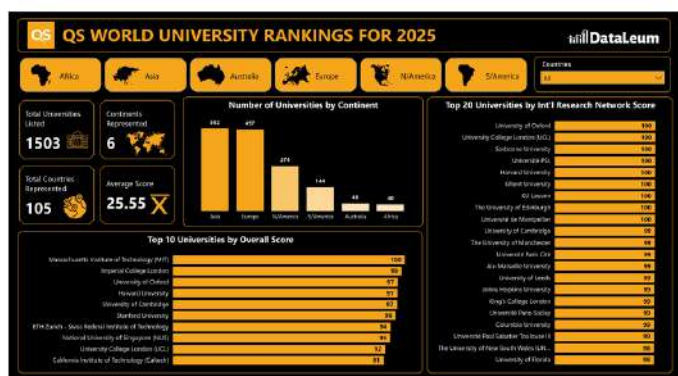


The Nigeria Telecommunications Industry Analysis report reviews Q4 2023 metrics for the four major network providers. Highlights include 387.8M total subscribers, with MTN leading both voice (38.8%) and internet (43.3%) subscriptions. Regional data and top states by subscribers are also presented. The data was sourced from the National Bureau of Statistics.

## Published Reports



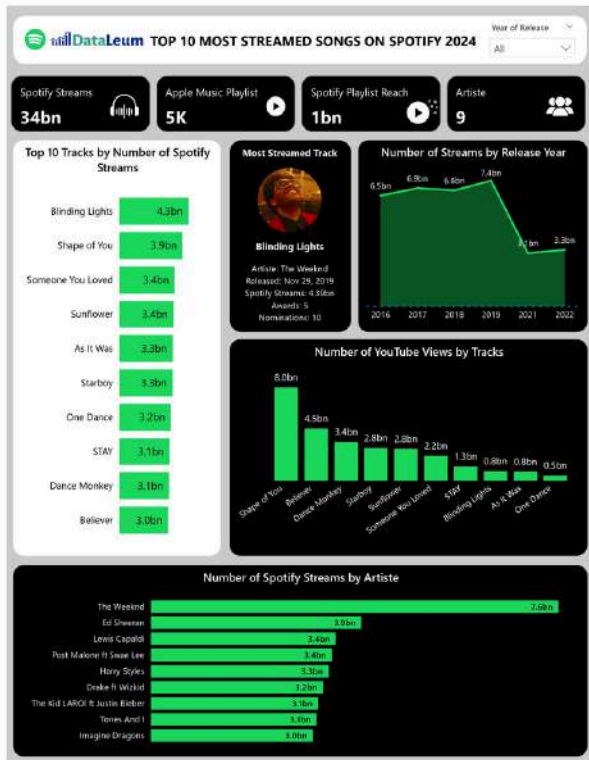
The 2023/2024 EPL Analysis Report reviews key statistics from the English Premier League. It highlights 380 matches played, 1,246 goals scored, and metrics such as clean sheets, conversion rates, and unbeaten streaks. Notable insights include Manchester City's lead in goals (96) and unbeaten streak (21). The data was sourced from the official website of the Premier League.



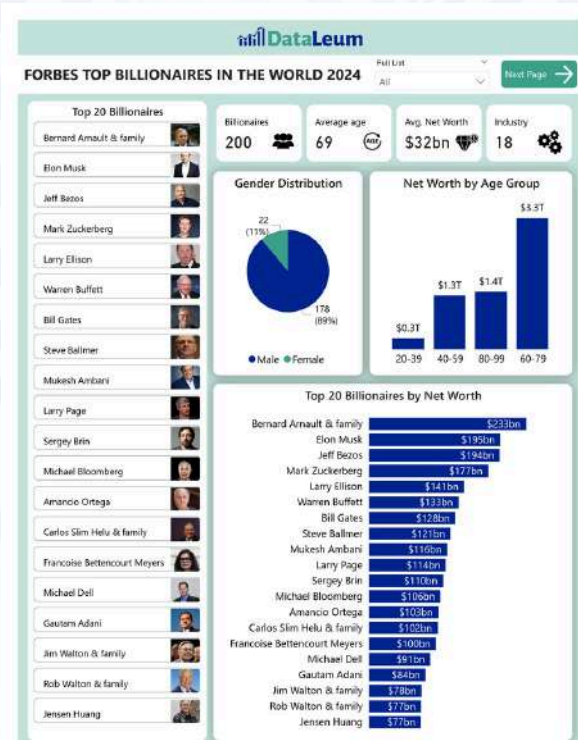
The QS World University Rankings for 2025 offers an extensive look at the leading universities worldwide. This report includes key statistics, featuring a total of 1,503 universities from 105 countries across six continents, with an average score of 25.55. Notably, Asia hosts the most universities (502), while Africa has the fewest (46).



## Published Reports

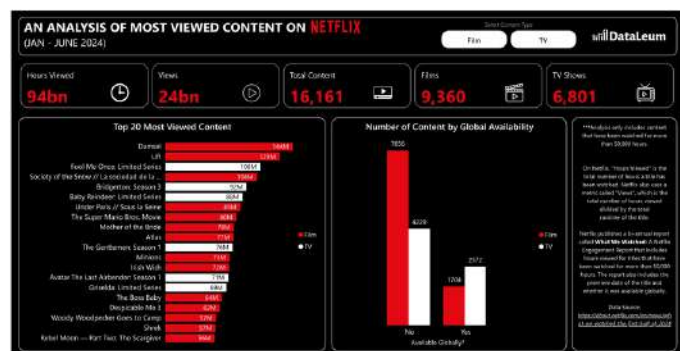


The top 10 most streamed songs on Spotify in 2024 report shows 34bn total streams, 1bn playlist reach, and 9 top artists. "Blinding Lights" by The Weeknd is the most-streamed track with 4.39bn streams and 5 award nominations. The data also reveals insights into YouTube views and Spotify streams by artist, indicating Spotify's diverse music offerings.

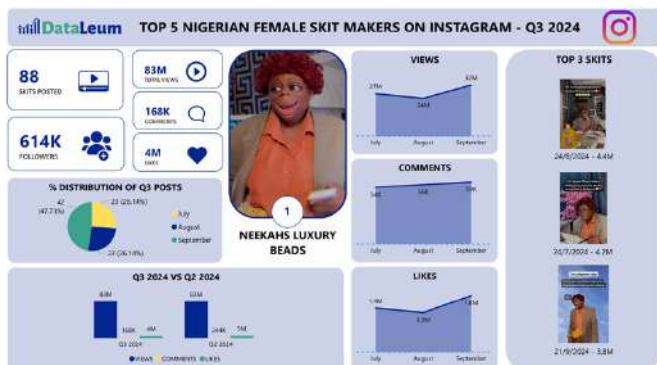


This report analyzes the world's top billionaires in 2024, revealing insights into their net worth, age, industry, and gender distribution. Key findings include a male-dominated landscape (89%) and an average net worth of \$32 billion. The data was sourced from Forbes's annual billionaire list.

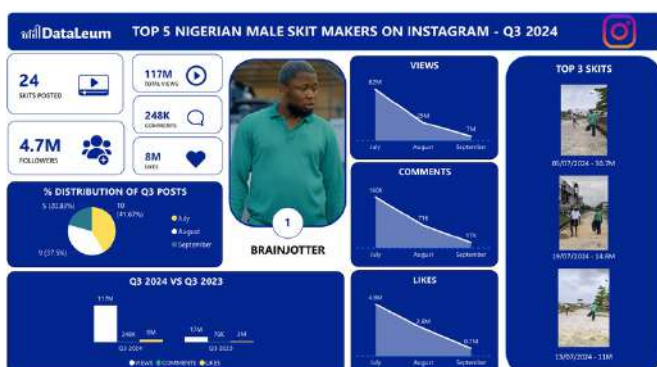
# Published Reports



The report analysis of most viewed content on Netflix from January to June 2024 provides a comprehensive overview of the platform's engagement metrics. The data shows 94billion hours viewed, 24 billion individual views, and 16,1K titles which consists of 9,360 films and 6,801 TV shows. The top 20 most viewed titles are led by the movie "Damsel" with 144M views. The analysis also reveals that while 7,656 titles are available globally, only 2,572 are accessible worldwide, highlighting Netflix's content expansion efforts.



The Skit Makers Analysis is a quarterly report designed to spotlight the top-performing skit creators in Nigeria across major social media platforms such as Instagram and YouTube. This report evaluates audience engagement and ranks creators based on the highest views garnered by their skit videos. In the most recent Q3 2023 edition, Brainjotter emerged as the leading male skit maker, while Neekah's Luxury Beads claimed the top spot in the female category on Instagram.





# 2025: Igniting Global Takeover

**TITILOLA BELLO**  
Chief Operations Officer



As we stand on the brink of a new year, our vision for 2025 is bold, transformative, and clear: to lead a global takeover in tech education and consulting. At Dataleum, we are committed to breaking barriers, transcending borders, and becoming the foremost name in tech talent development across every corner of the globe. Our strategic focus is on deepening market penetration, unlocking opportunities in untapped regions, and delivering world-class value to both retail and corporate clients worldwide.

In 2025, we are expanding our reach by launching more schools, curating specialized tech courses, and delivering innovation-driven training programs that cater to the evolving needs of the global workforce. We aim to deliver unparalleled benefits to our trainees by equipping them with the skills, tools, and certifications that position them as globally competitive talents. Through simplicity in delivery and excellence in execution, we will bridge the skill gaps that hinder progress, ensuring learning opportunities are accessible to all, regardless of location or background.

Our journey of 2024 has laid a solid foundation. We ventured into the consulting space with projects like our collaboration with Living Faith Church (LFC), which showcased the impact of our solutions. Our accreditation by the Chartered Institute of Bankers in Nigeria (CIBN) reaffirmed the quality of our training, particularly in the financial industry. Adding to our accolades, we were honored as the Best Technology Training and Consulting Firm in Africa 2024 by World Business Outlook. These milestones are not just achievements; they are a reflection of the relentless dedication, hard work, and innovation of our phenomenal team.



As we look ahead, 2025 will be a year of accelerated impact and influence. We will penetrate new markets, champion innovation in consulting, and build strategic partnerships that amplify our global presence. By expanding our offerings and fostering inclusivity, Dataleum will remain at the forefront of transforming lives through tech education. Our mission remains unwavering: to create knowledge that transcends limits and drives global change.

We invite you to be part of this extraordinary journey. Together, we can showcase Africa's immense potential to the world. As we push the boundaries of excellence and creativity, we are determined to make 2025 a landmark year—a year where Dataleum redefines tech education and consulting on a global scale.

Thank you for your continued support and trust. Here's to a transformative year of growth, innovation, and impact.

Here's to Dataleum—leading the charge, making its mark worldwide!

**Titilola Bello**  
Chief Operations Officer





# 2024 IN PICTURES





## Quarterly Strategy Retreats





## 5th Anniversary Celebration





## HR Talent Hub Conference & Awards Ceremony





## Dataleum Excellence Awards & Recognition (DEAR) 2024





## 2024 EOY Strategy Meeting





# Thank You

Dr. Bosun Tijani	Theresa Sanni
Neka Udezue	David Adeleye
Dr. Omotola Adedapo	Victor Oyesina
Oluwafisayo Adebisi Falola	Tolulope Adesina
David Oyedepo Jr. David	Tobi Ayeni
Godsent Ndoma	Dr. Hakeem Onasanya
Precious Emenike	Olanrewaju Ogunkunle
Monday Gabriel	Mercy Mosun
Abimbola Arowolo	Akinola Akinrin
Anthony Adegbemi	Elvis Ebeh
Funto Ibuoye	Adebola Ali
Dike Orizu	Anyebe Anebe
Salami Abdullateef	Henry Okonkwo
Felix Bissong	Timmy Salami
Ngozie Abejeah	Oladele Oloruntoba
Omobolanle Akinola	Salami Abdulateef
Barry Roberts	Oyepeju Adeyinka-Adebayo
Oluwatobiloba Kajero	Oluwadamilola Kajero
Maryann Obaze	Elizabeth Oyebanji
Oyepeju Adeyinka-Adebayo	Richard Ichebadu
Jessica Nnodum	Damilola Akanmu
Fuad Salami	Francis Sanni O.
Rasheedat Ajibade	

*You made 2024 a remarkable year for us!*



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