Magazine

Data gist

April Spotlight



- Where do organizations go wrong when importing AI strategies?
- How my career journey took shape
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- My Early Struggles

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The Future of Data & AI In Africa

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The Future of Data & AI in Africa



Ayoade Adegbite is an Analytics Engineering Consultant, passionate data educator, and Founder of Behind The Data. His work sits at the intersection of data engineering, analytics, and AI readiness, which lean into designing scalable data pipelines, improving data quality, and transforming data into actionable business value.

Beyond building data solutions, He maintains a growing focus on open-source contributions and tooling. He has developed three dbt packages;

- dbt-doc-inherit
- dbt_doc_tracker
- dbt_anomaly_detector

along with a VS Code extension, dbt Flow Lineage. These projects are designed to enhance data documentation, improve observability, and elevate the overall developer experience.

How my career journey took shape?

Interestingly, I didn't start with a clear roadmap into analytics engineering. I moved from general technical problem-solving into data, initially focusing on analysis, then faced a lot of difficulties especially around quality data. That shift pushed me deeper into data engineering and eventually into analytics engineering, where I now focus on building systems that make analytics and AI possible.

My Early Struggles?

The biggest challenge early on was direction. The data space is filled with noise, different tools, roles, and learning paths, making it difficult to know where to focus.

Another major challenge was access:

- Limited structured learning paths
- Lack of mentorship
- Few opportunities to work on real-world projects

That's one key problem "Behind the data" solves

Behind The Data
Your Growth Partner

Behind The Data is both a consulting and talent development company focused on building reliable data ecosystems.

- On the consulting side, we help organizations design and implement data systems, pipelines, models, and governance structures, that make data trustworthy and usable for decision-making.
- On the talent development side, we train data professionals through practical, project-based learning, emphasizing real-world scenarios rather than just theory. The goal is to produce professionals who can contribute effectively from day one.

Where do organizations go wrong when importing AI strategies?

The biggest mistake is copying solutions without copying context.

Many advanced economies have:

- Mature data infrastructure
- Strong governance frameworks
- High-quality, well-labeled datasets

When organizations try to replicate their AI strategies without these foundations, the result is fragile systems that don't scale.

Instead of copying AI, organizations should first invest in:

- Data collection standards
- Governance policies
- Internal data maturity

What are Africa's biggest data and AI opportunities in the next five years?

The biggest opportunities will be in sectors where data already exists but is underutilized:

- Financial services
- Logistics and supply chain
- Telecommunications
- Public sector systems
- Education

There's also a major opportunity in building data infrastructure itself, pipelines, warehouses, and governance systems.

As a founder, trainer, and advisor, how do you balance technical expertise with leadership?

I focus on clarity and systems.

Technically, I stay involved in understanding how systems are built.

From a leadership perspective, I focus on:

- Setting direction
- Simplifying complexity
- Enabling others to execute

Leadership, to me, is about making systems work through people, not just doing the work yourself.