# FELICIA ANYOGO

in LinkedIn | 📱+44-7407243110 | M feliciaanyogo@gmail.com |

Professional Summary

A dynamic and analytical business analyst with impactful experience in delivering actionable insights from large data sets, supporting strategic decision making in a fast-paced digitally-led environment. A proven track record of improving customer experience and consistently growing revenue by 35%. Knowledgeable with the use of Microsoft Power BI, SQL, and Python to streamline processes and build interactive visual reports. Obsessed with customer success and solving problems for small and medium businesses.

Professional Experience

Business Analyst   **07/2021 – 01/2023**
Fidelity Bank
Responsibilities

- Understand the business problems/needs from business executives and other stakeholders.
- Elicited, analysed, and documented business requirements for multiple digital transformation projects using both traditional and agile methodologies.
- Monitor execution of IT projects and ensure solutions meet defined requirements and are fit-for-use in alignment with the expressed business needs.
- Drive change management sessions.
- Conducting User acceptance testing sessions.
- Collaborate with the business intelligence team to design and update power BI dashboards for reporting purpose for the customer experience team.
- Collaborated with cross-functional teams across departments in engineering, products, sales, customer experience, SME and other stakeholders.

Key achievements

- Facilitated the implementation of a digital omnichannel platform within 6 months by consolidating all payment and customer channels in one platform, boosting sales for the revenue growth of SME business by 35%.
- Facilitated the Implementation of BI dashboards using SQL and Power BI to automate reports and drive business decisions, increasing cross-platform engagement by 20% and boosting SME segment revenue by 10%.
- Successfully managed and delivered over 50 client requests from the Customer Experience team, ensuring a 95% satisfaction rate while maintaining customer solutions and product offerings that served over 10 million customers.
- Identified business needs which delivered 5 new API partnerships, leading to a 20% increase in crossplatform transactions and contributing to a 10% growth in the bank's SME segment revenue.
- Facilitated the implementation of trade solutions application to design and execute reporting frameworks which improved trade process efficiency by 30% and reduced operational costs by 15%.
- Identified redundancies in customer solution products prompting the delivery of process automation, increasing efficiency by 19%.

Business analyst/ Project manager   **04/2019 - 05/2021**
Access Bank (Post merger)
Responsibilities

- Creating and documenting project plans.
- Understanding business objectives and scoping the business requirements for process automation.

- Contributed to the vision and business strategy of technology events with a focus on innovative approaches to attract industry leaders and key stakeholders.
- Facilitated the planning of technology programmes and events.
- Offered training of chatbot solution post-pilot phase, problem-solving business needs and improving personal communication.
- Generated detailed reports using Microsoft Excel and SQL to create interactive dashboards.

Key Achievements

- Managed the successful launch of 18 new features (such as customer support, data analytics and personalisation, and language change) on the mobile app, leading to a 25% increase in user engagement and a 15% reduction in customer service inquiries
- Drove customer success by delivering a chatbot solution that increased transactional flow by 35% and reduced manual processing time by 20%, improving overall customer satisfaction
- Played a critical role in the successful consolidation of $5 billion in assets during a merger, managing unstructured data for consistent documentation, budget, and risk management, contributing to 25% faster integration timeline than initially projected.
- Developed a comprehensive analytics framework for a new mobile app feature, including setting up event tracking, defining key measurement performance metrics, and creating dashboards to monitor user engagement and retention

Product Manager   12/2018 – 04/2019
Diamond Bank (Pre-merger)
Responsibilities

- Understanding market needs and trends to guide product development.
- Working closely with cross-functional teams (engineering, marketing, sales) to ensure product success.
- Utilising data analytics to inform product decisions and assess product performance.
- Defining product vision, strategy, and roadmap based on customer feedback and business objectives.
- Setting and tracking product performance metrics to ensure objectives are met.
- Gathering and analysing customer feedback to inform product improvements.

Key achievements

- Launched 10 new features within chatbot banking and mobile apps, contributing to a 15% increase in customer retention and 20% growth in sales.
- Worked closely with engineering and UI/UX teams to enhance the app's user experience, improving customer feedback by 10%.

Senior Account Manager   09/2016 – 12/2018

Terragon Group

- Managed the clients and digital assets of over 15 multinational brands within an agency media advertising environment by ensuring excellent and consistent client service.
- Managed over 15 digital campaigns that drove a 35% increase in sales through upselling and cross-selling of company products, directly impacting the bottom line.

- Identified new businesses that benefited from CDP platform, expanding organisational growth aligned with business strategy, resulting in 20% increase in qualified leads.
- Achieved a 20% increase in YouTube marketing through targeted SEO and content strategies, demonstrating an ability to drive digital engagement.
- Led a project to revamp the digital experience for a key client, integrating user feedback and analytics to enhance website functionality, which increased client satisfaction scores by 25%.
- Managed end to end campaign execution, including YouTube ads, ensuring alignment with brand objectives and increasing video views by 15%.

Education

University of Gloucestershire

Masters of Science Data Science

Relevant course work: Python programming and scripting, Data visualisation and analysis, Power BI

University of Nigeria

Bachelor of Arts Mass Communication

Skills

Business process analysis | Requirements elicitation and Documentation| Digital transformation and innovation | Agile and waterfall methodologies | Stakeholder engagement | Data analysis | Process modeling | User experience enhancement| Business acceptance testing | Problem definition and solution design | Cross-functional team collaboration.

Certifications

- Scrum Agile practitioner – Scrum Institute   10/2020
- Project Management Certification – Philips Consulting   11/2022
- Level 4 Certificate in Information Technology – British Computer Society   04/2021

References

Available upon request