

Contact

www.linkedin.com/in/lisaudechukwu (LinkedIn)

Top Skills

Microsoft Excel

Customer Focused Marketing

Excellent communicator in cross-function, Multicultural Teams

Certifications

Data Analytics for Business

Google Data Analytics

Learning Data Analytics

Data Science Orientation

Lisa Udechukwu

Business Analytics Professional | Expertise in Tech and Marketing | Ex Meta | Experience in Data Visualization and A/B Testing to create insights | Proven success working in cross-functional global teams
Los Angeles, California, United States

Summary

Hello! I'm Lisa Udechukwu, a Business Analytics professional with over 3 years of experience in marketing and tech. Proficient in Excel, Data Visualization tools (PowerBI and Tableau), Python and SQL, I've redefined KPIs, leading to data driven insights for business growth. Passionate about leveraging data for real-world problem-solving and creating value for businesses and customers.

While I take my work seriously, I also bring an element of fun to the table. I believe that a positive, collaborative spirit can lead to breakthroughs and innovation. I'm excited about the future of data analytics and its limitless possibilities!

Let's connect to explore how we can collaborate on exciting projects and drive impactful results!

Experience

Meta

Data Quality Analyst

November 2022 - April 2023 (6 months)

Los Angeles County, California, United States

- Developed and implemented complex SQL queries to retrieve data from various sources, ensuring accuracy and efficiency in data extraction and quality.
- Tracked and monitored data quality by 4 vendor teams, supported project manager in training vendor teams based on the guidelines which resulted in a 15% increase in the accuracy of labelling data.
- Utilized Advanced Excel to compare and analyze datasets, identify trends and generated comprehensive reports and visualizations using Tableau.

Data Techcon

Data Analyst

January 2022 - November 2022 (11 months)

Cypress, California, United States

- Utilized Power BI and SQL to redefine and track KPIs surrounding marketing initiatives, supplied recommendations to boost customer retention rate by 35%.
- Operate closely with the cross-channel marketing team to provide analysis leveraged to drive strategy in paid search, displayed advertising, SEO and social media.

K&K Tax Consulting Services

Data Analyst

May 2020 - November 2021 (1 year 7 months)

Santa Clarita, California, United States

- Created templates and scripts in Excel (VBA) and Tableau to automate budget and data analysis processes which accelerated the delivery time by 80% in real-time.

Education

USC Marshall School of Business

Master of Science - MSBA, Business Analytics · (August 2023 - December 2024)

University of Lagos

Bachelor's degree, Economics · (2015 - 2019)