

Derrick Dzormeku

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Professional Summary

Strategic and customer-centered Data Analyst with over 5 years of experience leading data-driven initiatives. Proficient in Python, SPSS, R, Power BI and Tableau, with a proven record of developing scalable insights that enhance user engagement, satisfaction, and program effectiveness. Experienced in sentiment analysis, survey management, and cross-functional collaboration to drive business impact. Passionate about crafting data solutions that improve experiences and reduce churn.

Core Competencies

- **Data Analysis & Tools:** Python (Pandas, NumPy, scikit-learn), SPSS, Stata, R
- **Data Visualization:** Tableau, Power BI
- **Success & Customer Insights:** Survey analysis, sentiment analysis, churn prediction, maturity modeling
- **Collaboration & Communication:** Stakeholder engagement, cross-functional teamwork, strategic presentations
- **Research & Evaluation:** NVivo, Qualtrics, Otter, statistical reporting, data storytelling

Professional Experience

University of Massachusetts, Lowell

Online Programs Data Analyst—January 2022 – Present | Lowell, MA

- **Led sentiment analysis** on student satisfaction survey data using Python NLP, surfacing actionable insights that guided redesign of digital student services and improved engagement.
- **Amplified Student Support Strategies:** Analyzed data for online and graduate programs, refining support initiatives that increased student satisfaction by **5%**.
- **Optimized Survey Processes:** Managed the Ruffalo Noel Levitz Priorities Survey for Online Learners, achieving a **16% increase in response rate** and uncovering critical insights.
- **Developed Collaborative Research Initiatives:** Created a research agenda with stakeholders, enhancing service efficiency through data-driven insights.
- **Innovated Engagement Techniques:** Introduced methods that increased student retention rates by **10%**.
- **Revamped Data Systems:** Overhauled data collection processes, reducing data retrieval time and improved decision-making accuracy.
- **Optimized Assessment Tools:** Partnered with faculty to refine assessments, boosting test reliability and validity.

University of Massachusetts, Lowell
Research Assistant June 2022 – May 2023 | Lowell, MA

- **Strengthened Leadership Decisions:** Developed and administered surveys for school leadership, improving data-driven decisions.
- **Streamlined Data Management:** Led the creation of a database for observational practicums, enhancing data efficiency.

Mount Vernon Nazarene University
Research Graduate Assistant May 2018 – April 2020 | Mount Vernon, OH

- **Increased Enrollment:** Drove new student enrollment up by **14%** through targeted demographic research and data strategies using Gray Associates.
- **Expanded Academic Programs:** Helped the addition of two new program concentrations, broadening the university's academic appeal.

Education

Mount Vernon Nazarene University

Master of Business Administration, Business Data Analytics: *Mount Vernon, OH*

Mount Vernon Nazarene University

Master of Business Administration, Organizational Management: *Mount Vernon, OH*

Evangelical Presbyterian University College

Bachelor of Science in Business Administration (Marketing): *Ho, Ghana*

Licenses & Certifications

- **Google Analytics Individual Qualification**
Google Career Certificates • 149588808 • Issued Apr 2023
- **Google Data Analytics Professional Certificate**
Coursera • Issued May 2024
- **WWC Group Design Standard**
Institute of Education Sciences • Issued Sep 2022
- **Social and Behavioral Research**
CITI Program • Credential ID 63537690 • Issued Jul 2024 - Expires Jul 2027

Publications

- **Devising a Holistic Data Dashboard:** *A university team collaborates with a Massachusetts district on leveraging new information for schoolwide improvement*
- **Understanding School Principals' Perspectives on Using Data for Improvement**

Conference Presentations

- “School Principals’ Perspective on the Usefulness of Educational Data” *University Council for Educational Administration Annual Convention, November 2023*
- “Understanding School Improvement Planning in Practice” *University Council for Educational Administration Annual Convention, November 2023 Scheduled for presentation at the American Educational Research Association Annual Meeting, April 2024*
- “Identifying and Addressing Leaders’ Learning Needs to Develop Mindsets for Equity-focused Continuous Improvement” *University Council for Educational Administration Annual Convention, November 2022*

Research Grants and Contracts

- **Research Assistant**, UML-LPS Research Practice Partnership Contributed to a **\$250,000** contract with Lowell Public Schools focused on data use and school improvement.
- **Project Assessment and Reporting Coordinator**, Ghana Beyond Subsistence & Communities of Thinking Managed a **\$90,000** grant providing internet access for eight computer labs across eleven schools in Ghana over five years.

Academic Projects

- **State Accountability and Demographics Analysis:** Developed a sortable database analyzing state accountability rankings alongside income and racial demographics, exploring the 90-90-90 school phenomenon in Massachusetts.
- **Strategic Literature Review:** Conducted a rapid literature review for the Lowell School District Superintendent to inform strategic initiatives.