

Emeka Uche

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PROFESSIONAL EXPERIENCE

Senior Data Analyst

Andela

February 2024 - Present

US, Remote

- Directed the data analytics strategy and implementation for the launch of a partnership app with 15 pilot partner groups, leveraging web analytics tools to study customer journeys on partner-branded pages, identify pain points and optimize user experiences.
- Designed and tracked key performance indicators (KPIs) including onboarding completion rate, first login rate, marketing opt-in percentage and activity retention to measure user engagement and partnership success.
- Developed a per user revenue model by defining key monetization drivers, setting clear assumptions, and quantifying \$ per user impact to prioritize the highest value growth levers.
- Calculated Net Promoter Score (NPS) to measure customer satisfaction using Medallia's multi-channel feedback tool and other data sources (web & app behavior, surveys, and reviews). Analyzed feedback to uncover trends, track churn rate, address issues, and improve user retention by 33%.
- Conducted multiple A/B testing analyses, including one to evaluate the impact of a new pop-up modal on conversion rates, leading to a **45%** increase in user conversions over a 3-month period.
- Developed and maintained comprehensive data quality checks across key data sources, reducing data ingestion inconsistencies by **90%** and improving overall data reliability.

Senior Product Analyst (Team Lead)

Squad by HabariPay

June 2021 - July 2024

Lagos, Nigeria

- Managed a cross-functional team of 8 to define and scope Fintech products, track daily performance and implement new features and innovations that align with customer/ market needs and business objectives.
- Developed and implemented metrics, KPIs, and reporting mechanisms to monitor the products performance, achieving a **99%** daily success rate on transactions.
- Conducted daily analysis on extensive datasets comprising over **15 million** rows of transactional data from our payment platform. Leveraged interpretation techniques and inferential inference to uncover patterns and provide actionable insights to drive continuous improvement of financial infrastructure.
- Supervised integration with 3rd-party partners and data acquisition across diverse data sources, such as databases, APIs, and external datasets, for data analysis.
- Coordinated annual budget planning and monthly strategy sessions for the Value Added Services (VAS) Team, establishing revenue targets, and profit goals, resulting in a **165%** increase in VAS **revenue** from 2022 to 2023.
- Delivered weekly presentations to HabariPay Executives, Management and GTCO Stakeholders, providing data-driven insights and updates on performance- Products and Revenue targets.

Data Analyst

GTBank

March 2019 - May 2021

Lagos, Nigeria

- Comprehensively analyzed financial and payment data and presented insights on performance, profitability, and inefficiencies to business partners and senior management to guide decision-making and marketing strategies.
- Delivered actionable recommendations by combining feedback from multiple sources, such as curated on-platform user behavior data and customer survey data, contributing to a 20% rise in user engagement.
- Created high-quality reusable reporting templates and dashboards on PowerBi, Looker Studio, and Tableau.
- Interfaced with in-house designers to build responsive dashboards for monitoring and data visualization.

Data Analyst

Ajaokuta Steel Company Limited

August 2017 - July 2018

Kogi, Nigeria

- Performed extensive analysis of business operations and processes, and provided recommendations on process improvement to stakeholders.

EDUCATION

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| Master of Business Administration Quantic School of Business and Technology, Washington DC, US | November 2022 |
| Postgraduate Diploma in Business Management (SCQF Level 11) EduQual, UK | November 2024 |
| Bachelor of Engineering (B.Eng.), Computer Engineering Second Class Honors, Upper Division Michael Okpara University of Agriculture, Umudike, Nigeria | August 2016 |

SKILLS

Skills: Programming for Data Science, Machine Learning, Data Analysis, Data Visualization, Product & Web Analytics, Agile, GenAI, Statistics & Inferential Inference, Cohort Analysis, User Segmentation, A/B Testing, Quasi-Experiments.

Technical Tools: SQL, Python, JavaScript, Tableau, PowerBi, Looker, Looker Studio, Excel, Google BigQuery, Spark, Amazon Redshift, PostgreSQL, Snowflake, Airflow, Mixpanel, Optimizely, Google Analytics, Metabase, Hadoop.

TRAINING AND CERTIFICATIONS

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| Microsoft Certified: Power BI Data Analyst Associate Microsoft | February 2022 |
| Math for Machine Learning AWS Training and Certification | December 2021 |
| Microsoft Certified: Azure Data Fundamentals Microsoft | March 2021 |
| Mobile Web/ App Development Google Developers | February 2021 |
| Python and Statistics for Financial Analysis Coursera | December 2020 |

VOLUNTEERING EXPERIENCE

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| Software Engineering Mentor Google Africa Developers | 2021 - 2022 |
| Secretary Sustainable Development Goal (SDGs) Goals, Ajaokuta Chapter, Nigeria | 2017 - 2018 |

LEADERSHIP AND PROFESSIONAL ACTIVITIES

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| Leadership Essentials McKinsey & Company | December 2023 |
| Member International Association of Engineers (IAENG) | October, 2019 |
| Graduate Member Nigerian Society of Engineers (NSE) | August 2019 |
| Student Member Chartered Institute of Bankers of Nigeria (CIBN) | August 2019 |