

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

Master of Business Administration

November 2022

Quantic School of Business and Technology, Washington DC, US

Postgraduate Diploma in Business Management (SCQF Level 11)

November 2024

EduQual, UK

Bachelor of Engineering (B.Eng.), Computer Engineering

August 2016

Second Class Honors, Upper Division

Michael Okpara University of Agriculture, Umudike, Nigeria

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

Microsoft Certified: Power BI Data Analyst Associate

February 2022

Microsoft

Math for Machine Learning

December 2021

AWS Training and Certification

Microsoft Certified: Azure Data Fundamentals

March 2021

Microsoft

Mobile Web/ App Development

February 2021

Google Developers

Python and Statistics for Financial Analysis

December 2020

Coursera

VOLUNTEERING EXPERIENCE

Software Engineering Mentor

2021 - 2022

Google Africa Developers

Secretary

2017 - 2018

Sustainable Development Goal (SDGs) Goals, Ajaokuta Chapter, Nigeria

LEADERSHIP AND PROFESSIONAL ACTIVITIES

Leadership Essentials

December 2023

McKinsey & Company

Member

October, 2019

International Association of Engineers (IAENG)

Graduate Member

August 2019

Nigerian Society of Engineers (NSE)

Student Member

August 2019

Chartered Institute of Bankers of Nigeria (CIBN)