DATA ENGINEER

Justice Emmanuel

A dedicated Data Engineer & Analyst with hands-on experience building automated data pipelines, transforming raw data into actionable insights, and developing interactive dashboards. Skilled in **Python, SQL, dbt, Airflow, GCP, Snowflake, Power BI, and Tableau**. Adept at bridging analytics and engineering to deliver **scalable data solutions** and inform strategic decision-making. Currently expanding cloud expertise to enhance production-ready workflows.

Excited about the opportunity to apply my expertise and experience to help organizations harness the full potential of their data.

Abuja, Nigeria
LinkedIn:
https://www.linkedin.com/in/emmanuel-justice/
Portfolio:
https://emmaue.github.io/JusticeDanalayst.github.io/
Email:
emanuelanalyst25@gmil.com

EXPERIENCE

PQP Marketing Consult — *Business Analyst, Data Analyst & Data Engineer*

August 2023 - Present

Data Engineering Projects:

- Designed and implemented an automated data pipeline for candidate subscription management using Python, GCP, and dbt.
- Loaded 9 tables from spreadsheet databases into GCP and transformed data to create accurate, production-ready schemas.
- Built logic to trigger automated email notifications at 90, 60, 30 days, and subscription end for candidates.
- Ensured scalable, reliable, and maintainable workflows, bridging the gap between operations and analytics.
- Applied data validation and quality checks to ensure accuracy, consistency, and integrity of candidate data.
- Collaborated with stakeholders to align pipeline functionality with business requirements, ensuring the automated system met organizational goals.
- Documented pipeline architecture and processes for team onboarding and future enhancements.

Business Analysis:
- Designed and implemented a dynamic dashboard using Power BI and SQL, providing real-time updates on candidate registrations, revenue generation, and key performance metrics.
- Leveraged insights from the dashboard to optimize registration processes and develop targeted strategies, resulting in a 528.74% increase in candidate registrations (from 334 in 2023 to 2,100 in 2024).
- Played a pivotal role in revenue growth, achieving a 194.12% increase in revenue (from ₦34 million in 2023 to over ₦100 million in 2024) through data-driven decision-making.
- Contributed to a data structural change management project, enhancing ETL processes for the Real-Time Visibility Decision Support System. This improvement streamlined data processing and bolstered decision-making efficiency.

Business Intelligence Development:
- Developed a Sales Management app in Power BI, integrated into the Real-Time Visibility Decision Support System, enabling detailed analysis of marketing and sales cycles.
- Implemented features to track activated candidates and compare them to predicted activations based on registration conversion rate KPIs.

TECHNICAL SKILLS

Data Engineering: Python, SQL, dbt, Airflow, GCP, Snowflake.

Data Analytics & BI: Power BI, Tableau, Excel (Advanced), Data Visualization, Data Cleaning & Preprocessing

Data Mining Techniques
Excel (Advanced functions, PivotTables)

Database Management Systems: MySQL, MS-SQL, MongoDB, Postgres

Domain Knowledge: Marketing, sports, HR, Health, Security, Energy

Programming languages: Python (NumPy, Pandas, Matplotlib/Seaborn)

SOFT SKILLS

Critical Thinking
Problem-Solving
Effective Communication
Presentation Skills
Project Management Skills
Attention to Detail and Accuracy
High-quality Reporting and Documentation

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- Successfully predicted and exceeded income targets for June 2024, with a forecast of ₦7 million and an actual revenue of ₦7.1 million, earning significant organizational recognition.

The DebaterVerse — *Data Analyst*

December 2022 – April 2024

- Conducted research and analysis on previous debate tournaments to identify factors contributing to low participation rates.
- Designed and executed a survey targeting debaters, collecting insights into preferences and barriers to participation, with a focus on improving inclusivity and engagement.
- Utilized survey findings to craft a targeted advertising strategy, which resulted in a 70% increase in tournament participation, including the enrollment of new schools.
- Analyzed expenditure and resource allocation from previous tournaments to identify inefficiencies and develop a more strategic approach to resource planning.
- Implemented a revised resource management strategy, optimizing spending and logistics, which significantly enhanced operational efficiency and overall tournament outcomes.
- Collaborated with stakeholders to align tournament planning with resource availability, ensuring sustainable growth and participant satisfaction.

Heritage communications — *Data Analyst Intern*
June 2021 - Jan 2022

- Reduced customer churning by an impressive 70%, employing sophisticated predictive modeling techniques to identify at-risk customers and implement targeted retention strategies.
- Played a critical role in optimizing resource allocation and decision-making processes by conducting comprehensive vertical and horizontal analyses, leading to an 80% reduction in losses and an increase in profitability.
- Transformed complex datasets into actionable visual insights, empowering stakeholders with enhanced decision-making capabilities and fostering a data-driven culture within the organization.

EDUCATION

Bachelor of Arts in History and International Studies

Imo State University, Owerri**,** Nigeria.

2017 – 2022.

LANGUAGE

English: Full proficiency
Igbo: Full Proficiency

PROFESSIONAL CERTIFICATES

Introduction to Data and Data Science — 365 Data Science

SQL Complete Bootcamp from Basic to Advanced — Udemy

Essential Business Analytics: From Data to Insights — Programming Hub

Data Visualization: Empowering Business with Effective Insights — Forage

Diploma in Data Analytics and Business Intelligence — International Qualification Awarding Forum (IQAF)