**Louise Anokye**

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**Professional Summary**

Data Scientist with a strong background in economics, statistical analysis, and machine learning. Experienced in handling large datasets, building predictive models, and deriving actionable insights to inform policy and business decisions. Proficient in Python, R, SQL, and data visualization tools. Passionate about leveraging data science to drive impact in trade and policy analysis.

**Work Experience**

**Senior Economic Analyst, DEFRA**

*October 2022 – Present*

* Lead and manage analytical projects, ensuring timely and accurate delivery.
* Oversee a team of analysts, providing technical guidance and mentorship.
* Analyze large datasets using statistical and econometric methods to uncover trends and inform policy.
* Develop machine learning models and econometric tools to forecast trade patterns.
* Communicate complex data findings to stakeholders, including senior management.

**Assistant Economist, DEFRA**

*Sept 2019 – August 2022*

* Developed econometric models to analyze tariffs and trade policies.
* Applied data science techniques to test and refine policy models.
* Synthesized large volumes of trade data to generate actionable insights.
* Worked closely with cross-functional teams to enhance data-driven decision-making.

**CRM Executive, Wowcher**

*June 2018 – Sept 2019*

* Conducted customer segmentation analysis to optimize marketing campaigns.
* Managed data migration and personalization projects to enhance customer engagement.
* Used SQL and Python to analyze customer behavior and campaign performance.

**Education & Certifications**

**MSc Economics**  
*Queen Mary, University of London (2021-2023)*

* Distinction
* Specialization in econometrics and data-driven policy analysis

**BSc Economics with Econometrics**  
*University of Kent (2014-2017)*

* Upper Second-Class Honours (2:1)

**IBM Data Science Professional Certificate (2025)**

* Machine learning, data visualization, Python, SQL, and cloud-based data science tools

**Technical Skills**

* **Programming & Data Analysis:** Python (Pandas, NumPy, Scikit-learn), R, SQL, Stata
* **Machine Learning:** Regression, Classification, Clustering, Time Series Forecasting
* **Data Visualization:** Power BI, Tableau, Matplotlib, Seaborn
* **Statistical Modeling:** Hypothesis testing, A/B testing, Econometric models
* **Big Data & Cloud Tools:** Jupyter Notebooks, IBM Watson, Google Cloud Platform

**Projects & Research**

* **Trade Policy Analysis** – Built econometric models to assess the impact of trade policies on agricultural imports in the EU.
* **Machine Learning for Consumer Behavior** – Applied classification algorithms to predict consumer purchasing behavior using Python.
* **Time Series Forecasting** – Developed ARIMA models to predict economic indicators using R.

**References**

Available upon request.