Chukwuemeka Meneke

Data Analyst/Engineer

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SUMMARY

Results-driven Data Analyst with a meticulous approach to data interpretation and a robust skill set in data warehousing, process validation, and business needs analysis.

Bringing over 4 years of collaborative experience in research and data analysis across diverse industries, including Academia, Edutech, Pharmaceutical, and Retail.

Proven track record of enhancing data accuracy, optimizing processes, and exceeding team requirements to drive revenue growth.

Proficient in SPSS, Excel, SQL, and Power BI for data analysis, statistical modeling, and visualization.

Passionate about translating raw data into actionable insights for improved operational efficiency and profitability.

Effective communicator skilled in presenting findings to cross-functional teams, including senior management, to achieve shared objectives.

PROFESSIONAL EXPERIENCE

Marketing Performance Analyst   Aug '24 — Present
StackwisR Limited   Lagos, Nigeria

- Designed and implemented integrated reporting systems that consolidated data from Zoho CRM, Google Analytics, and additional sources to comprehensively track marketing performance.
- Conducted in-depth analysis of campaign performance, including conversion metrics such as the percentage of leads converted by the sales team, to inform strategic decisions.
- Identified stale lead channels through data analysis, enabling the reallocation of the marketing budget towards more effective lead sources and improving overall campaign efficiency.
- Developed interactive dashboards and detailed reports using Power BI, CRM Analytics, SQL, and Excel, ensuring stakeholders received clear, actionable insights.
- Collaborated closely with the sales team to align marketing insights with sales strategies, enhancing lead conversion and contributing to revenue growth.

Business Analyst Consultant   Nov '23 — Aug '24
Pairview Solutions Limited   Nigeria

- Modelled and optimized 15 different business processes 11 of which were fully adopted as permanent business solutions.
- Delivered over 100 live and virtual classes for delegates seeking to upskill in the areas of Data Science and Data analysis. Core knowledge and tools thought in these classes includes: Management Information Reporting using Microsoft Excel and Power BI, developing queries using Microsoft SQL Server. Business Process Modelling, Agile Fundamentals, Data Analysis using python and Statistics and Data Wrangling.
- Maintained one of the highest positive feedback rates of 4.7 out of 5.0 across all courses and modules taught.
- Spotted and Corrected errors in the solution files for three different courses Excel, Power BI and SQL.

Data Analyst   Jun '22 — Sep '23
D.O.Z Superstores   Nigeria

- Conducted an ABC analysis on inventory to identify poor performing products and replaced them with high performing ones that had faster turnover rates. This resulted in improved inventory management and was measured to improve monthly revenue by 2.4 million representing a 7% growth.
- Conducted a comprehensive analysis of sales employees' performance and impact, presenting the management with results that identified the best-performing and worst-performing staff. This led to the downsizing of the sales representatives by three staff members, resulting in a more efficient and productive sales team. The downsizing also increased the company's net profit by 4%.
- Discovered and rectified a software bug in the sales database system, mitigating the issue of duplicated sales records. Collaborated with the developer to resolve the issue, ensuring the software functioned optimally. This demonstrated my excellent attention to detail in identifying and addressing critical issues.

Data Analyst/Research Assistant   Mar '20 — May '22
Uzoben Integrated Services   Awka, Nigeria

- Developed Excel data collection sheets for clients, which enabled me to receive accurate data in the exact format I needed. This streamlined the data cleaning process, reducing it to near zero. The sheet takes into account the experimental design and duration of the research.
- Introduced the 'Everyone Sheet' to streamline data analysis. After completing an analysis, I compile refined steps into a sheet, cutting down time for future projects and serving as a guide for others tackling similar tasks.
- Analyzed numerous research data for lecturers and students across various fields using Excel and SPSS. One of which proved that partial replacement of shell free Artemia nauplii with Moina micrura showed significant increase in growth and survival of catfish fry.

- Created Excel templates that analyzed socio-demographic data and other common research data, such as simple percentages and weighted means. This initiative resulted in a significant reduction in errors and improved the overall accuracy and reliability of analytical outcomes. The successful execution of this workflow was recognized by the team, showcasing my commitment to delivering high-quality results in data analysis.
- Independently managed 48 research projects from start to finish within a short time period, meeting all deadlines. This demonstrates my ability to manage multiple projects simultaneously while maintaining a high level of quality and attention to detail.

EDUCATION

Bachelor of Science in Zoology, Nnamdi Azikiwe University   Awka, Nigeria

CERTIFICATIONS

Business Management, The Tony Elumelu Foundation   Jun '22
CS50P Introduction to Programming with Python, Havard University, Cambridge Massachusetts   Jan '24

SKILLS

Data Analysis & Interpretation   Statistical Analysis, Problem Solving, Data Cleaning, Process Automation, ETL
Data Management   SQL Database Management, Data Manipulation, Data Warehousing, Data Extraction
Data Visualization   Power BI, Excel, CRM Analytics
Programming & Tools   Python, T-SQL, SPSS (Statistical Software), DAX Studio
Business Analysis   Business Process Modeling, Agile Methodologies
Soft Skils   Communication, Collaboration, Presentation Skills