

# Paul Nnakwe, Digital Insight Analyst

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## LINKS

[Datalysent](#), [LinkedIn](#), [Medium](#), [Github](#)

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## EDUCATION

Jan 2023 — Jan 2024

University of Westminster

London

**Modules studied:** Data Mining and Machine Learning, Business Analytics, Data Warehousing and Business Intelligence, Data Visualization and Dashboarding, Social Media and Web Analytics, and Big Data theory.

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## SKILLS

**Web Analytics:** Google Analytics - GA4, GTM, Microsoft Clarity

**BI Tools:** PowerBI, Tableau, Excel, Google Sheets, Looker.

**SQL:** T-SQL, MySQL, Big Query

**Programming:** Python, R.

**Digital Forensics:** Advanced Web Search, Social Media, and Narrative Analysis.

**Social Media Analytics:** Talkwalker, SproutSocial, Hootsuite, CrowdTangle, TweetDeck.

Email Marketing and Optimization

Keyword Research and SEO optimization.

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## EMPLOYMENT HISTORY

Aug 2023 — Present

Social and Web Analyst, DataCommunityAfrica,

- Implemented and managed GA4 property, Google Tag Manager (GTM), Google Search Console, and BigQuery to optimise data collection and analysis.
- Developed and executed comprehensive analytics reporting, contributing to a 25% increase in engagement rate and a 79% increase in new users.
- Achieved vital business objectives by surpassing targets for event registrations (2000+) and monthly blog post readership (300+).
- Conducted in-depth social media analytics to identify trends and audience preferences, optimising web analytics and overall content strategy.

Jul 2023 — Present

Data Analyst and Trainer, Purple Beard Ltd

London

- Utilised GA4 to analyse website traffic, identify high-performing channels and content, and provide data-driven recommendations for improvement.
- Designed and developed an automated Power BI dashboard to track key performance indicators (KPIs) and facilitate data-driven decision-making.
- Trained colleagues in data analysis and visualisation tools (Power BI, Excel, SQL) to enhance their ability to leverage data insights.

Feb 2019 — Dec 2022

Research Analyst, Digital Africa Lab

- Conducted in-depth social media analysis using advanced tools to identify content moderation issues on major African platforms.
- Proposed data-driven solutions to improve online safety and address content moderation gaps.
- Streamlined data collection processes across social media platforms, resulting in a 50% reduction in reporting time and faster response to emerging trends.
- Analyzed social media data to identify manipulation, abuse, and fake news during elections, providing valuable intelligence for policymakers.
- Represented the organisation at global events to speak on social media safety and information disorder.

Mar 2021 — Dec 2022

## Data Analyst, The Future Of Work Africa

- Led the Big Brother Show Analytics project, leveraging data analysis to secure partnerships and drive a 65% increase in social media engagements for partners and increased business leads.
- Designed reports and visualisations using PowerBI to track clients' social media engagement. Reduced reporting time by 60% for improved decision-making based on social media data
- Used Google Analytics to analyse user behaviour and optimise landing pages, resulting in a 20% increase in conversion rate.
- Analysed social media mentions for Top Brands in Africa (Africa Challenger Brands project). Provided actionable insights for strategic positioning, showcasing the ability to extract insights from social media data relevant to client needs.

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## COURSES/ CERTIFICATIONS

Feb 2024

Digital Analytics Mini-Degree, CXL

Oct 2020 — Jan 2022

Digital Sherlocks, DFR Lab

Jan 2021 — Jan 2021

Digital Skills: Web Analytics, Future Learn

Apr 2019 — Apr 2019

Social Media Analytics, Queensland University Of Technology

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## ACHIEVEMENTS

### Achievements

- Published a Digital Media Analytics report for a Nigerian Movie Series – Blood Sisters
- Featured on Jamlab Africa
- Founder Datalysent – Data Storytelling Platform
- Speaker for Rightscon 2022