William Njoku

Data Analyst | Product Analytics | User Behavior & Experimentation

CONTACT

📍 Nigeria

✉️

williamnjoku007@gmail.com

📞 09032746686

🔗 Portfolio:
https://willyboy100.github.io/Portfolio

🔗 LinkedIn:
https://www.linkedin.com/in/william-njoku-143b51259/

PROFESSIONAL SUMMARY

Product-focused Data Analyst with experience analyzing user behavior, building performance dashboards, and generating insights that drive product decisions. Skilled in SQL, Excel, and data visualization with a strong interest in experimentation, A/B testing, and product growth analysis. Experienced in transforming raw datasets into actionable insights that improve engagement and operational efficiency.

PROFESSIONAL EXPERIENCE

Data Analyst / Product Analyst
Haven Nigeria | Apr 2024 – Present

- Analyzed business and user-related datasets to identify behavioral patterns, performance gaps, and growth opportunities.

- Conducted exploratory analysis to evaluate operational efficiency and support data-driven product/process improvements.

- Designed KPI dashboards tracking performance metrics and operational trends for leadership decision-making.

CORE SKILLS

Product Analytics

- User Behavior Analysis

- Funnel Analysis

- Cohort Analysis

- Product Metrics (Retention, Churn, DAU/MAU)

- Hypothesis Testing

Data Tools

- SQL

- Excel / Google Sheets

- Power BI / Tableau

- Python (Pandas, Data Analysis)

Analytics Techniques

- A/B Testing Basics

- Data Cleaning & Transformation

- KPI Development

- Dashboard Design

- Translated analytical findings into actionable insights influencing strategy and efficiency initiatives.

- Supported hypothesis-driven analysis to evaluate operational changes and improvement opportunities.

Data Analyst (Consultant) — Ferdie Marie Solutions
(Contract) | Aug - Sept 2025

- Analyzed recruitment funnel data across multiple application stages to track candidate volume, progression rates, and conversion performance, enabling clearer visibility into pipeline health.

- Cleaned and standardized large applicant datasets, improving data consistency and ensuring more reliable KPI tracking and reporting accuracy.

- Developed performance dashboards monitoring application trends, stage-by-stage drop-off rates, and hiring efficiency metrics, supporting faster and more informed operational decisions.

- Delivered data-driven recommendations that identified process bottlenecks, improved workflow efficiency, and supported workforce planning through measurable performance insights.

Supervisor / Operations Manager

Edstine Motors Ltd | Feb 2021 – Jul 2023

- **Managed** daily operations, including vehicle sales, customer service, and administrative functions.

- **Tracked** sales performance, insurance renewals, and operational targets to support revenue growth.

- **Coordinated** motor insurance policies, renewals, and claims processing with insurance providers.

- **Supervised** staff performance, set operational targets, and ensured compliance with regulatory standards.

- **Improved** service delivery and customer retention through process optimization and performance monitoring.

Supervisor / Operations Lead

Hair Castle Beauty Salon | Oct 2018 – Mar 2020

- **Managed** staff scheduling, inventory control, supplier relations, and daily business operations.

- **Monitored** sales performance and operational efficiency to support business growth.

- **Improved** customer satisfaction through service quality control and team coordination.

Graphic Designer Diamond Impressions | Mar 2013 – Apr 2015

- Designed branding and marketing materials, including logos, **flyers, banners, business cards, and social media graphics.**

- Collaborated with clients and internal teams to translate ideas into clear, impactful **visual designs**.

ADDITIONAL STRENGTHS

- Strong communication and stakeholder engagement skills
- Ability to translate data insights into business-friendly narratives
- Analytical thinking with a business-first mindset

PRODUCT ANALYTICS PROJECTS

User Funnel & Conversion Analysis — Recruitment Pipeline

- Analyzed user progression and drop-off trends across application stages

- Built dashboards tracking engagement and completion metrics

Operational Efficiency & Service Performance Analysis

- Conducted hypothesis testing to evaluate delivery performance

- Identified operational bottlenecks affecting service efficiency

User Performance & Engagement Analytics Dashboard

- Designed KPI dashboards analyzing performance outcomes and behavioral patterns

Revenue & Product Performance Analytics

- Built executive dashboards tracking product performance and growth metrics

Predictive Analytics on Global Outcome Trends

- Applied predictive modeling to identify long-term behavioral patterns