

YAW ASSENKO OPOKU

Data Analyst | Hamburg, Germany | Open to Remote (EU & Global)

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[LinkedIn](#) [GitHub](#) [Portfolio](#)

PROFESSIONAL SUMMARY

Data Analyst with strong experience across operations, logistics, revenue, and customer analytics. Former logistics entrepreneur with a proven ability to translate data into actionable business decisions. Highly skilled in Python, SQL, Tableau, and Excel, with hands-on experience in forecasting, KPI reporting, statistical analysis, and predictive modeling. Adept at working independently in distributed teams and communicating insights clearly to both technical and non-technical stakeholders.

CORE SKILLS

- Data Analysis, Business Intelligence, Reporting, Dashboarding, KPI Development
- Python (Pandas, NumPy, Scikit-learn), SQL, PostgreSQL, Excel, Tableau
- Forecasting, Time-Series Analysis, Predictive Modeling, Classification
- Statistical Analysis, Hypothesis Testing, A/B Testing
- Customer Segmentation, RFM Analysis, Churn Analysis
- Operations, Logistics, Supply Chain, Revenue & Financial Analysis
- Data Cleaning, Data Wrangling, Feature Engineering
- Remote Collaboration, Stakeholder Communication, Data Storytelling

PROFESSIONAL EXPERIENCE

Owner & Logistics Manager / Lead Analyst – Black Excellence Transport (Hamburg)

- Owned and operated a transport and logistics business, acting as the primary analyst for operational, sales, and financial data.
- Built KPI dashboards and automated reports to track delivery performance, revenue, and cost efficiency.
- Forecasted demand using historical sales and market data, exceeding monthly revenue targets by 10%.
- Optimized delivery routes and dispatch planning through data analysis, improving delivery efficiency by 15%.
- Performed customer segmentation and revenue analysis, increasing repeat business by 20%.
- Translated analytical insights into operational decisions in a fast-paced, real-world environment.

Team Leader & Dispatcher – MH Transport (Hamburg)

- Led daily logistics operations for 30+ drivers in a high-volume environment.
- Maintained a 99% on-time delivery rate through real-time operational data analysis.
- Implemented a data-driven vehicle safety and compliance tracking system.
- Reduced maintenance-related downtime by 25% through proactive monitoring and reporting.
- Prepared operational performance summaries for management review.

CNC Machine Programmer – Busatto Legno srl (Venice)

- Programmed and operated CNC machines based on technical drawings and specifications.
- Analyzed and optimized production workflows to reduce material waste by 10%.
- Improved production efficiency through data-informed process adjustments.

SELECTED DATA ANALYTICS PROJECTS

- Influenza Staffing Forecast (Python, Pandas, Scikit-learn, Tableau): Built time-series models to predict patient admissions, reducing potential overtime costs by 18%.
- Customer Churn Prediction Model (Python, SQL): Developed a classification model achieving 85% accuracy, enabling targeted retention strategies and potential churn reduction of 15%.
- Rockbuster Stealth Management Analysis (SQL, Tableau): Analyzed customer and revenue data to support a digital streaming launch strategy.
- Instacart Grocery Basket Analysis (Python, Pandas, NumPy): Performed large-scale transaction analysis and RFM segmentation to identify high-value customers.
- Website Conversion Rate Optimization (Python, SciPy): Analyzed A/B test results and delivered statistically significant recommendations projected to increase conversions by 7%.
- Global Development Trends Analysis (Python, SQL): Analyzed World Bank datasets across 200+ countries to identify economic and social development patterns.
- GameCo Market Analysis (SQL, Excel): Conducted market entry analysis for a video game publisher, identifying high-potential regions and genres.

EDUCATION & CERTIFICATION

Data Analyst Certification – CareerFoundry

LANGUAGES

English (Professional) | German (Professional) | Italian (Professional) | Spanish (Conversational) | French (Conversational)