**Blessing Archibong**

Gateshead, Tyne and Wear NE8 4XN    07938424134     blessingarchibong9@gmail.com

PROFESSIONAL EXPERIENCE

Junior Data Analyst, 01/2022 - Current

Polaris Bank Limited - Eleme, Nigeria

* Utilizing Python, actively analyze customer trends across diverse categories using open-source data, resulting in a 15% increase in targeted campaign effectiveness through the implementation of data-driven strategies.
* Conduct meticulous data cleaning and validation tasks, resulting in 20% reduction in data errors and discrepancies within bank's database. This ensured accuracy of critical business insights derived from data.
* Create detailed report showcasing analysis methodology and presenting segmentation strategies based on specified criteria, utilizing Tableau for visually impactful data representation, which leads to 20% improvement in decision-making accuracy.

Customer Insight Analyst, 09/2018 - 12/2021

Polaris Bank Limited - Onne, Nigeria

* Spearheaded analysis of extensive customer datasets, reducing data processing time by 20% through advanced analytics tools.
* Led development of customer segmentation strategies, resulting in 15% increase in effectiveness of targeted marketing campaigns.
* Oversaw projects, achieving 20% improvement in project completion timelines and 15% reduction in project costs

Banking Operations Analyst, 01/2010 - 09/2018

Skye Bank Plc - Port Harcourt, Nigeria

* Produced comprehensive monthly operating reports, providing key insights to senior management and contributing to 10% increase in efficiency and cost savings.
* Introduced new data visualization tools for improved presentation of operating reports, enhancing clarity and understanding for senior management.
* Collaborated with cross-functional teams to identify process bottlenecks and recommend solutions, resulting in 20% reduction in turnaround time for critical operations.

Skills

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| * Data Analysis * Python * SQL * Tableau * Data Visualization | * Report Writing * Advanced Excel, * Project Management * Stakeholder Engagement |

* Data Analysis
* Python
* SQL
* Tableau
* Data Visualization
* Report Writing
* Advanced Excel,
* Project Management
* Stakeholder Engagement

Education

Master of Science : Psychology, 01/2022 - 09/2023

University of Northumbria At Newcastle - Newcastle upon Tyne, NET

Bachelor of Science : Physics

University of Uyo - Uyo, Nigeria

Certifications

* Data Analytics Immersion, CareerFoundry, 2023
* Fundamentals of digital marketing, Google, 2020