Promise Okoro

Data Analytics Professional

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Professional Summary

Google-certified Advanced Data Analyst with hands-on experience in Python, SQL, and statistical modeling, including exploratory data analysis, data visualization, hypothesis testing, and machine learning (decision trees, random forest). Proven ability to extract insights and build data-driven solutions that support enterprise decision-making. Seeking to contribute and grow as a data analytics professional.

Technical Skills

★ Python | SQL | Tableau | Microsoft Excel (Advanced)
★ Data Visualization | Data Integrity | Business Intelligence
★ Statistical Analysis | Report Generation | Machine Learning

Portfolio Projects

Salifort Motors: Employee Turnover Prediction & Retention Strategy (Capstone Project) | Online

★ Conducted in-depth exploratory data analysis using Python (pandas, seaborn, matplotlib) to uncover trends, outliers, and actionable insights.
★ Built and evaluated supervised machine learning models (decision trees, random forest) to identify and predict the factors most likely to cause employee turnover and optimize company retention strategies using real-world datasets.
★ Performed data cleaning, feature engineering, and hyperparameter tuning to improve model accuracy and generalization, including the use of grid search and cross-validation techniques.
★ Translated complex analytical findings into clear actionable insights and strategic recommendations for stakeholders, addressing the original business challenge.
★ Presented an effective executive summary presentation for stakeholders review underlining key insights and next steps tailored for non-technical audiences.
★ [View project on github] https://github.com/depromise101/salifort-motors-turnover-analysis-project

Waze App Churn Prediction: Built Machine Learning Models to Improve User Retention (Team Project) | Online

★ Collaborated with a team of learners to execute a fictionalized end-to-end data analytics project , developing predictive models and delivering actionable insights for the Waze App leadership.
★ Engineered and optimized features from raw Waze user data to enhance predictive power for churn detection.
★ Compared advanced machine learning models (Random Forest, XGBoost) to accurately predict user churn and identify its core drivers.
★ Used the best-performing model to uncover key insights and share practical recommendations with leadership to help boost user retention and support business growth.
★ Presented comprehensive findings, including an executive summary, enabling data-driven decision-making for a critical business challenge.
★ [View project on github]
https://github.com/depromise101/waze-app-user-churn-project

Analyzing Promotion Effectiveness with ANOVA | Online

★ Conducted a one-way ANOVA and post hoc analysis to evaluate the impact of different marketing channels (TV, social media, influencer, radio) on sales performance.
★ Built and validated a linear regression model using a categorical independent variable to examine group differences.
★ Assessed model assumptions, interpreted statistical outputs, and translated complex findings into clear recommendations for non-technical stakeholders.
★ Enabled data-driven decisions by identifying statistically significant differences in sales across promotion types.
★ [View project on github]
https://github.com/depromise101/Analyzing-Promotion-Effectiveness-with-ANOVA

Waze User Churn Prediction – End-to-End ML Deployment (Hugging Face, Render)

★ Built and deployed a full machine learning pipeline to predict user churn using real-world behavioral data.
★ Packaged the model into an interactive web application using Hugging Face Spaces and also deployed it via Render for public access.
★ Implemented an end-to-end workflow: data preprocessing, model training, inference API, live user interface.
★ Enabled non-technical users to input user features and receive real-time churn predictions via a web interface.
★ Demonstrated practical MLOps skills including, environment configuration, and cloud deployment.
★ [Live App] Waze Churn Predictor - a Hugging Face Space by ASAPDELIVERY
★ [GitHub Repo]

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Certification

Understanding your Customers Better with a Modern Data Strategy
(AWS Training and Certification) June 23, 2023 | Online

Google Advanced Data Analytics Professional Certificate

May 9, 2025 | Online