

Promise Okoro

Data Analytics Professional

3 Water Work Road, Port Harcourt, Nigeria
Email: promise.okoro101@gmail.com
Github: <https://github.com/depromise101>
Phone: 08037511801

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.
- ★ Developed and 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>

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