

MAUREEN DZIFA AWUMEE QUIST

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REVELANT BUSINESS ANALYTICS EXPERIENCE

Amazon Prime Video – Seattle, WA

February 2025 – Present

Business Intelligence Engineer

- Led BI initiatives in the Artwork domain, delivering solutions, enhancing visibility into customer behavior, content performance, and artwork efficiency supporting ROI analysis for 10K+ assets monthly
- Partnered with tech, product and operations teams to define, track, and optimize KPIs and operational efficiency metrics for artwork performance, reducing turnaround times by 25% and improving resource allocation
- Built and maintained large-scale SQL/ETL pipelines and centralized data visualization dashboards in Amazon QuickSight, cutting manual work by 40%, ensuring >99% data reliability, and generating actionable insightful reports from massive viewership dataset
- Automated recurring reporting workflows and handled 20+ ad hoc requests per quarter, accelerating decision-making and improving delivery transparency
- Created comprehensive project documentation (pipeline diagrams, dataset dictionaries, proposals, implementation plans) and mentored junior analysts, ensuring smooth onboarding and stronger team-wide BI capabilities
- Collaborated with data science team to develop and implement ML detection models, improving artwork quality, automating operational insights, and enhancing dataset-driven decision-making

University of Southern California – Los Angeles, CA

September 2024 – December 2024

SQL Instructional Assistant

- Facilitated weekly SQL workshops for first-year students, reinforcing core database concepts such as querying, joins, aggregations, and schema design
- Graded 30+ assignments and exams, ensuring consistency and accuracy in evaluating technical skills
- Proctored 2 course examinations to maintain academic integrity and coordinate testing operations
- Provided one-on-one and group assistance to first-year students, helping debug queries, understand best practices, and strengthen foundational in SQL skills

Amazon Prime Video – Seattle, WA

June 2024 – August 2024

Business Intelligence Engineer Intern

- Leveraged visual mockups and wireframes in PowerPoint to clarify customer experience requirements, resulting in a 10% increase in higher stakeholder feedback and engagement
- Automated efficient data pipelines leveraging SQL and ETL tools to extract, transform, and load large-scale datasets from multiple sources, maximizing query performance and ensuring data accuracy for responsive marketing dashboard operations
- Designed and implemented comprehensive, interactive dashboards in Amazon QuickSight, highlighting key marketing performance metrics (impressions, reach, skip rates, conversion rates, engagement hours) and helping stakeholders derive actionable insights 20% faster from complex datasets

World Food Programme – Kabul, Afghanistan

April 2021 – July 2023

Programme Policy Officer (Data Engineer/Analyst)

- Implemented and standardized digitalized data capture tools by optimizing data collection processes, structuring data, leading to a reduction in noise and a 25% increase in efficiency
- Formulated metrics and KPIs aligned with set targets utilizing Tableau and Excel on assessment and monitoring data for reports, infographics, dashboards and presentations, and delivered insights on metrics for key stakeholders
- Created Python script for wrangling and formatting data into reporting platform decreasing manual data input by 80%
- Provided colleagues with troubleshooting support and training on tool such as Tableau and Xlsform, elevating productivity by 10% and strengthening capacity

Zuberi Technologies – Accra, Ghana

November 2020 – March 2021

Data Analyst (February 2021 – March 2021)

- Built data visualization dashboards for analysis of growth and product usage using Power BI, leading to +25% in client retention
- Proposed data-driven solutions for growth challenges, by pitching innovative ideas to and influencing cross-functional teams and collaborators, fostering strategic discussions on company expansion and new product features

Data Scientist Intern (November 2020 – January 2021)

- Developed dashboards in Tableau to monitor monthly retention and cohort retention to track user experience and follow up on ways to prevent a higher consumer churn rate
- Performed large-scale data analysis to extract and disseminated monthly investor update reports facilitating effective communication, and enabling impactful insights for decision-making to engage and inform stakeholders

Appruve – Accra, Ghana

April 2020 – July 2020

Data Engineering Intern

- Researched and compiled datasets to support product demos for potential clients
- Engineered and maintained code for the company's database systems
- Liaised with engineers to implement industry best practices in data engineering

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

December 2024

Master of Science in Business Analytics (STEM)

- Membership: Business Analytics Student Association (BASA)
- Honors and Awards: USC MSBA Fall 2023 Scholarship Award, USC Marshall MSBA Global Case Competition - Finalist (November 2023), Dean's List (May 2024)
- Experience: USC Black Graduate Business Leaders - VP of Community and Events, USC MBSA Student Ambassador, Instructional Assistant for SQL for Business Analysts

University of Ghana – Accra, Ghana

May 2016

Bachelor of Arts in Economics and Statistics

SKILLS & INTERESTS

- Skills: Python, SQL, NoSQL, MS Excel, Tableau, PowerPoint, Xlsform (ODK), Power BI, Palantir, Amazon QuickSight, R
- Certifications: GIS Fundamentals (QGIS Training), Google Data Analytics, Tableau (Consumer, Author, Designer)
- Interests: Dancing, Listening to Music, Gaming, Road trips, Exploring New Technologies
- Awards: Tableau Public Ambassador 2023, Tableau Public Ambassador 2022, Tableau Conference Gallery Data Visualization Displayed 2022 & 2020, Tableau Featured Author 2021