

EMMANUEL KANATI

Data and Insights Analyst

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GitHub: <https://github.com/ekanati>

Portfolio website: <https://ekanati.github.io/>

Professional Summary

I am passionate about using Data Science and Machine Learning to solve business challenges. My enthusiasm lies in leveraging data to address business challenges effectively. I strategically leverage my skills to bring tangible value to the team, business, and end-users. I am a continual learner, always seeking ways to improve. My portfolio showcases a collection of data science projects, each intricately designed to deliver substantial business impact.

Skills & Tools

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|-------------------------|--|
| <i>Programming</i> | SQL (MySQL, MSSQL PostgreSQL) Python (Base, Pandas, Numpy, Matplotlib) |
| <i>Machine Learning</i> | Linear Regression Logistic Regression Decision Trees Random Forest KNN k-means PCA Association Rule Learning Causal Impact Analysis |
| <i>Others</i> | Statistics Data Visualisation Power BI Tableau MS Office Jupyter Notebook AWS |

Experience

Institute of Health and Wellbeing **Data Analyst** 01/2023 – 07/2023

- Analysed health data from diverse sources using SQL and Excel, providing stakeholders with data-driven insights and actionable recommendations for strategic decision-making.
- Worked closely with senior business stakeholders to create value and business impact through data visualisations and analysis.
- Developed and maintained databases, designing efficient data models and implementing ETL processes resulting in data accuracy, security, and compliance with industry standards.
- Created dynamic reports and interactive dashboards using Power BI, effectively communicating complex data insights in a clear and visually compelling manner.

Right To Play **Data and Project Coordinator** 09/2020– 08/2022

- Used SQL, Power BI and Excel to extract, manipulate and transform data to provide client with insights.
- Utilised Power BI to track and analyse project metrics, identifying areas for improvement as well as to identify trends, patterns, and insights for decision-making.
- Conducted comprehensive business process analysis, resulting in recommendations for process improvements that led to a 20% increase in overall efficiency.
- Identified trends and patterns in project data, resulting in a 15% increase in project efficiency and cost savings through optimised resource allocation.

Hyperlink Africa
Business Intelligence Analyst
08/2019 – 09/2020

- Conducted in-depth market analyses using cutting-edge business intelligence tools such as Tableau and Power BI, identifying critical trends and opportunities to enhance the effectiveness of digital marketing campaigns and multimedia offerings.
- Established and maintained dynamic data visualization dashboards using Tableau and Power BI, enabling real-time monitoring of event performance metrics, enabling timely decision-making and ensured campaigns were responsive to evolving market dynamics.
- Led the development and implementation of data-driven strategies, optimising digital marketing initiatives and delivering a remarkable 20% increase in user engagement.
- Took charge of bi-monthly market research initiatives, consistently uncovering a minimum of three emerging opportunities per quarter using market research tools and structured analysis to guide product development and marketing strategies.

Hyperlink Africa
Data and Insights Analyst
06/2017 – 08/2019

- Provided insights to clients about their business processes, brand perception, staff performance as well as customer journeys.
- Conducted detailed data cleaning and pre-processing procedures on extensive datasets performing in-depth data analysis on customer behaviour using SQL.
- Produced weekly performance reports and interactive dashboards for 30 digital marketing campaigns, utilising Power BI and Tableau which significantly contributed to a 10% increase in client satisfaction which empowered effective decision-making processes within the team.
- Delivered actionable insights during monthly meetings while fostering strong client relationships through transparent and effective data communication, attaining a 95% client satisfaction rating.

Education

University of Suffolk
MSC in Data Science and Artificial Intelligence
September 2022 to October 2023

University of Ghana
B.A(Hons) in Political Science and French
October 2012 to May 2017