

# HENRY ARKOH CLAYMAN

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## ANALYTICS EXPERIENCE

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### Rockbuster Streaming Insights

- Analyzed customer behavior data for a movie rental service to enhance content recommendation strategies and improve user retention.
- Developed advanced SQL queries and CTEs to extract and analyze key customer behavior patterns.
- Recommended data-driven content strategies, projected to improve user retention by 12%.

### Influenza Staffing Analysis

- Built a seasonal staffing analysis for national health agencies to forecast workforce demand during peak influenza seasons using historical data.
- Analyzed CDC datasets with Excel and Tableau, uncovering key trends in seasonal demand.
- Recommendations resulted in a 15% reduction in staffing shortages during critical periods.

### Instacart Customer Insights

- Conducted customer segmentation and trend analysis to optimize Instacart's marketing efforts and improve sales targeting across different demographics.
- Used Python (pandas, matplotlib) to visualize purchasing trends and behavioral patterns.
- Identified key customer segments, contributing to an estimated 10% increase in targeted campaign efficiency.

## RELEVANT WORK EXPERIENCE

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### Data-Focused Relationship Manager, Databank Asset Management – Ghana (2022 – 2023)

- Analyzed client and market data to develop tailored investment strategies, driving an 18% growth in portfolio value.
- Created and maintained performance dashboards for financial reporting and client insights.

## EDUCATION

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- Data Analytics – Career Foundry (09/2024 – 06/2025)
- BSc. Mathematics & Economics – University of Cape Coast (2009 – 2013)
- ACIB – Chartered Institute of Bankers (2016 – 2019)

## SKILLS

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Python, SQL, Tableau, Excel, Data Visualization.