

BRIGHT KWAME DOGBEY

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ANALYTICS ENGINEER PROFESSIONAL SUMMARY

Data and AI Solutions Specialist with 8+ years of experience designing cloud-native data architectures, implementing AI-driven analytics, and enabling enterprise-scale digital transformation. Proven track record of leading cross-functional teams to deliver solutions using Microsoft Azure (Fabric, Synapse, Data Lake), Databricks, Snowflake, and open-source technologies (PostgreSQL, MySQL). Adept at bridging technical and business needs, with expertise in data governance, real-time analytics, and AI/ML integration. Passionate about driving customer success through consultative engagements, proof-of-concept, and scalable cloud adoption.

SKILLS

Industry Skills: ETL/ELT Process, TensorFlow, PyTorch, dbt, Sci-kit-learn, MLflow, Prophet, Forecasting, ARIMA, Statistics, A/B Testing, Financial Reporting, Apache Airflow, Kafka, Microsoft Fabric, dbt, Apache Spark, Delta Lake, Databricks, Dashboard Preparation and Analytics, Marketing Mix Analysis Data Visualization, Data Cleaning, SAAS, Salesforce CRM, PostgreSQL, MySQL, CosmosDB, Oracle.

Technologies: Python, C#, SQL, Tableau, PowerBI, Looker, UIPath, Sprinklr, Quid, Azure, Azure Synapse, AWS, Terraform (IaC), Notion, Oracle, Microsoft Excel, Microsoft 365, PySpark, BigQuery, AWS RedShift, Fivetran, Power Automate, Postman, Snowflake, HubSpot.

WORK EXPERIENCE

CWAR Digital Analytics Lead, Publicis Central & West Africa, Ghana.

Sep 2023 – Present

Publicis is a leading global marketing and communications agency network operating across various industries in 22 African countries. Clients served include VISA, Nestle, and PMI.

- Implemented a comprehensive Marketing Mix Modeling (MMM) framework for a major FMCG client, identifying optimal channel combinations that improved ROI by 27% within 6 months across 22 countries in West and Central Africa.
- Designed a unified lakehouse architecture using Microsoft Fabric, Azure Data Lake, and Power BI, integrating 10+ data sources (Meta, Google Analytics, CRM) to reduce reporting latency by 70%.
- Led real-time sentiment analytics using Azure Event Hubs and Stream Analytics, enabling proactive brand management for FMCG clients across 22 African markets.
- Spearheaded data governance initiatives using Azure Purview, improving metadata management and compliance for first-party data (600% increase in usable 1PD).
- Optimized a \$4.2M annual marketing budget across 5 channels and 3 markets, resulting in 18% increased efficiency and 8% lift in conversion rates
- Developed automated ETL processes using Python, Microsoft Fabric DataFlow, and Data Factory to integrate Meta API, Google Analytics, and client CRM data into a unified lakehouse architecture
- Built scalable real-time data processing pipelines using Azure Event Hubs and Stream Analytics to monitor campaign performance across platforms
- Developed and maintained multiple end-to-end dashboards using Power BI, integrating with Microsoft Fabric for automated refreshes and data lineage tracking
- Utilized Google Analytics API and Python for efficient data extraction, implementing batch processing with Apache Airflow for large dataset management.
- Collaborated with a cross-functional team of integrated strategists to develop an end-to-end data-led media buying strategy for FMCG clients
- Utilized Google Analytics to analyze website traffic, user engagement, and content performance using BigQuery and Python pandas for advanced analytics

Data Analyst, Vodafone, Ghana

Feb 2022 - Sep

2023

Vodafone is a leading telco business in Ghana, providing a wide range of financial products to 10M+ MAU nationwide.

- Led a comprehensive BI system audit using statistical analysis in R and Python to identify reporting anomalies, saving \$2M in fines.
- Built a fraud detection model (Python + Azure ML) that reduced losses by \$62,500/month, later deployed as a Power BI embedded dashboard for operational teams.

- Developed a cloud-based revenue forecasting system (ARIMA + Azure Synapse) that contributed to a 5% revenue growth by optimizing marketing spending.
- Automated ETL pipelines using Azure Data Factory, reducing manual reporting time by 10 hours/week.
- Constructed interactive Tableau Dashboards with real-time ML prediction integration for instant risk scoring visualization
- Slashed churn rate by ~10% by conducting data mining, modeling, and statistical analysis to assess customer journey on 30K+ users and deliver data-based recommendations to sales and marketing teams.
- Owned data, defined and reported on 3 customer growth KPIs for product and marketing teams and automated reporting using Oracle Analytics and Tableau. This saved up to 5 man-hours weekly.
- Constructed 8 Tableau Dashboards with interactive views, trends, and drill-downs along with user-level security to promote transparency for leadership and 5 business teams.
- Led a team of analysts and data governance specialists to document and review the processes and logic used to report on KPIs. This promoted accountability and reduced project delegation and handover time by over 6 hours.

Business Intelligence Analyst, INFUSEmedia, Boston (Remote).

Aug 2021 – Jan 2022

INFUSEmedia runs a demand generation engine that provides industry-leading solutions designed to help B2B organizations reach target audiences with precision. Clients included Google, Microsoft, Twitter, and IBM.

- Architected a distributed data processing system using Apache Spark, PySpark, and AWS EMR to process 50TB+ of marketing data daily
- Developed and maintained LookML models, ensuring accurate and efficient representation of complex business logic in Looker dashboards and reports
- Developed and maintained data pipelines using Apache Airflow and AWS Step Functions to orchestrate complex ETL workflows across multiple data sources.
- Implemented real-time data streaming architecture using Apache Kafka and AWS Kinesis for processing marketing campaign metrics
- Architected a data mesh solution on AWS (S3, Glue, Lake Formation) and migrated legacy systems to Azure Synapse for a key client (Microsoft).
- Implemented real-time KPI tracking using Apache Kafka and Power BI, improving campaign decision speed by 40%.
- Designed a Scala and Spark-based framework using Delta Lake for data quality management, reducing data loading time by ~10 seconds.
- Optimized data warehouse performance using Amazon Redshift and dbt, improving query response times by 40%.
- Developed custom Salesforce integrations using Apex and Python, creating real-time data synchronization with AWS services.
- Built automated data quality monitoring using Great Expectations and Apache Airflow, reducing data incidents by 30%
- Designed and implemented a data mesh architecture using AWS services (S3, Glue, Lake Formation) for scalable data products.
- Managed enterprise-level data governance, implementing data catalogs and lineage tracking using AWS Glue and Collibra.

Data Analyst, RBK Technologies, Ghana.

Feb 2017 – May 2021

RBK Technologies provides data analytics and Business Intelligence solutions to companies in the banking & finance sector.

- Studied and segmented 3000+ customers using SQL based on demographics, sales, and financial data and built a Python time-series model to predict customer purchasing behavior and streamline product recommendations.
- Led the migration of on-premise data systems to Snowflake and Azure Synapse, improving query performance and scalability.
- Developed and deployed 5+ Power Automate workflows that automated repetitive tasks across various departments, resulting in a 20% increase in team productivity.
- Reengineered ETL process by leveraging MS SQL's standard API to improve data latency and extract Salesforce and Facebook data in real time. This optimized data analysis activities for the 5-member data team.
- Migrated data to AWS using services such as AWS Snowball and AWS Database Migration Service (DMS) to enable easier access and analysis of data
- Trained 2 interns on SQL CTEs and the use of Python in performing data exploration, data cleaning, data visualization with Seaborn, and statistical methods such as the Pearson correlation method.
- Independently and collaboratively created 14+ Power BI and Tableau dashboards to reveal insights and support weekly reporting on KPIs for management and marketing teams.

Mentor, Mastercard Foundation, Ghana.

Sep 2022 - Present

An International Non-Governmental Institution that seeks to impact the lives of young people all over the world.

- Worked with aspiring data analysts to train them and develop goals, plans, and resources to achieve success in their journey to become data analysts and beyond
- Provided guidance and support to help mentees navigate challenges and overcome obstacles.
- Built relationships with mentees to establish trust and understanding
- Collaborated with the foundation's staff and community partners to connect mentees with resources and opportunities
- Facilitated workshops and events to support mentees' personal and professional development

Mentor, Springboard, USA.

Mar 2023 - Present

Springboard prepares people for tech's most in-demand careers with expert mentors and a bleeding-edge curriculum.

- Tutored students on the course contents in the Springboard Data Analytics Amazon B2B program curriculum.
- Provided guidance and career support to students to navigate challenges and overcome obstacles.
- Designed a career development roadmap to help students properly network and create secure top jobs before their graduation.

KEY PROJECTS

Publicis OneView, Publicis

- Led the development of an end-to-end PowerBI dashboard consolidating key digital and media metrics across platforms.
- Architected a cloud-based infrastructure on Azure, integrating multiple APIs and a MySQL database for efficient data pipeline management.
- Implemented automated data extraction and consolidation processes, reducing manual reporting time by 70% for cross-functional teams.
- Improved decision-making efficiency by providing real-time access to critical KPIs, resulting in a 25% increase in campaign optimization speed.
- Technologies used: PowerBI, Python, MySQL, Microsoft Fabric, Azure.

Revenue Forecast Project, Vodafone

- Led a cross-functional team of 6 Data Analysts, Data Scientists, and Data Engineers to develop and deploy a Machine Learning Model to predict direct revenue.
- The Project promoted transparency and accountability while helping the FP&A and Commercial teams adequately prepare and improve commercial efforts to increase revenue, subsequently leading to a 5% growth in revenue.
- Applied regression modeling and time series models like ARIMA to build the model.

Fraud Detection Model Project, Vodafone

- Led a team of Data Analysts and Revenue Assurance Specialists to develop a fraud detection model to identify and flag fraudulent transactions by agents on the Vodafone Cash digital payment platform.
- This cut monthly expenditure by 30%, resulting in ~\$62,500+ savings monthly, and helped improve the services on the platform.
- Neural Networks and Logistic Regression were used to develop the Model

EDUCATION

BSc. Biomedical Science | University of Cape Coast, Ghana.

Cert. Artificial Intelligence & Machine Learning | Lancaster University, Ghana

