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Data Analyst

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Derek Faulkner

Jaguar Land Rover

Dear Derek,

I'm writing regarding the Data Analyst role at Jaguar Land Rover. I've spent the last two and a half years at Lloyds Banking Group analysing customer behaviour across 4.2 million accounts, and I'm looking to apply that same kind of work. Turning large, messy datasets into decisions people trust. In a product and manufacturing context.

At Lloyds, I built a customer churn model in Python that identified 23,000 at-risk accounts and drove retention campaigns worth an estimated £3.8 million in saved revenue. I also automated 14 manual Excel reports using Python and Airflow, freeing roughly 20 hours a week across the team, and built the weekly executive dashboard in Tableau that 6 directors now rely on. Before that, at Gymshark, I was the first data analyst in the marketing team. I created customer segments using RFM analysis across 2.8 million customers and built attribution models covering £4.2 million per quarter in paid social spend.

What appeals to me about JLR is the complexity of the data. Supply chain, customer, manufacturing, dealer, and the fact that analysis at your scale can shift real operational decisions. I'd welcome the opportunity to discuss how my experience could fit. I'm available for a conversation whenever suits you.

Kind regards,

Amara Okonkwo