

# Amara Okonkwo

Birmingham, United Kingdom

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## Data Analyst

Data analyst with four years of experience turning messy datasets into reports that people actually use. Currently at a retail bank analysing customer behaviour across 4.2 million accounts. Good at SQL, Python, and explaining numbers to people who don't like numbers.

## Experience

**Data Analyst**, Lloyds Banking Group, Birmingham

Sep 2022 – Present

Analyse customer data across the personal banking division to support product and risk decisions.

- Built a customer churn model in **Python (scikit-learn)** that identified 23,000 at-risk accounts — retention campaigns saved an estimated **£3.8 million** in annual revenue
- Created a weekly executive dashboard in **Tableau** tracking 18 KPIs across savings, mortgages, and current accounts — used by 6 directors
- Automated 14 manual Excel reports using **Python and Airflow**, freeing up roughly 20 hours per week across the team
- Ran A/B analysis on a new overdraft pricing model — results informed a rollout to **1.6 million accounts**

**Junior Data Analyst**, Gymshark, Solihull

Jan 2021 – Aug 2022

First data analyst in the marketing team, responsible for campaign performance and customer segmentation.

- Built customer segments using **RFM analysis** across 2.8 million customers — top segment generated 41% of revenue
- Created attribution models for paid social campaigns with a combined budget of **£4.2 million per quarter**
- Designed the marketing team's first **Looker dashboard** — reduced ad-hoc data requests by 60%

**Data Analyst Intern**, National Express, Birmingham

Jun 2020 – Dec 2020

Six-month placement analysing route performance and passenger data.

- Analysed ticket sales data across **72 routes** and identified 8 underperforming services — 3 were adjusted based on findings
- Built a delay analysis report in **Power BI** used by the operations team to track on-time performance

## Education

**BSc (Hons) in Mathematics with Statistics**, University of Birmingham, Birmingham

Sep 2017 – Jun 2021

Upper Second Class Honours (2:1). Final year project on *time series forecasting for retail demand using ARIMA and Prophet*.

## Skills

SQL (PostgreSQL, BigQuery) • Python (pandas, NumPy, scikit-learn) • Tableau & Looker • Power BI • Excel (advanced, pivot tables, VBA) • Apache Airflow • Google Analytics  
• A/B Testing & Statistical Analysis • Data Cleaning & ETL • Stakeholder Reporting

## Certifications

**Google Data Analytics Professional Certificate**, Google (via Coursera)

Aug 2021

**Tableau Desktop Specialist**, Tableau (Salesforce)

Nov 2022

## Languages

English (native) • Igbo (conversational)

## Projects

**Customer Churn Prediction – Lloyds Banking Group**

Mar 2023 – Aug 2023

Built a predictive model to flag personal banking customers likely to leave within 90 days.

- Trained on **3 years of transaction data** across 4.2 million accounts
- Model achieved **78% precision** at the top decile — retention team targeted those accounts with personalised offers
- Estimated **£3.8 million** in retained annual revenue in the first year

**Marketing Attribution Model – Gymshark**

Jun 2021 – Apr 2022

Built a multi-touch attribution model for paid social and influencer campaigns.

- Covered **£16.8 million** in annual marketing spend across Meta, TikTok, YouTube, and influencer partnerships
- Identified that influencer-driven conversions were **undervalued by 34%** in the existing last-click model
- Findings led to a reallocation of **£1.2 million** in quarterly budget toward influencer partnerships

## References

**James Barlow**

Head of Data & Analytics, Lloyds Banking Group, james.barlow@lloydsbanking.com, +44 7700 900 621

**Fatima Khan**

Marketing Director, Gymshark, fatima.khan@gymshark.com, +44 7700 900 744

## **Extra Curricular Activity**

### **Volunteer Analyst – St Basils Charity**

*Jan 2023*

Pro bono data analysis for a Birmingham-based youth homelessness charity. Built a donor retention dashboard and helped segment their mailing list of 18,000 supporters.

### **Member – Women in Data UK**

*Sep 2021*

Active member attending quarterly events and panel discussions. Gave a lightning talk on marketing attribution at the Birmingham chapter in 2023.