

MAUREEN OKONKWO

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Tableau Recognitions: 3x VOTD, Tableau featured Author 2024, Tableau Most Notable Newbie Winner 2024, Tableau Community Highlight 2024, Tableau Next Nominee.

OBJECTIVE

Results-driven Business Intelligence Analyst with experience in leveraging Tableau, Excel, and SQL to create compelling data stories that guide decision-making and drive business growth. Proficient in transforming complex data into clear, intuitive visualizations by combining strong analytical skills with a good eye for design. Adept at monitoring data quality, creating engaging dashboards, and collaborating with cross-functional teams, including marketing, sales, and operations. Passionate about ensuring data confidentiality, optimizing dashboards for performance, and effectively communicating insights to stakeholders.

TECHNICAL/SOFT SKILLS

- **Data Skills:** Data Collection, Data Cleaning, Data Modelling, Data Mining, Data Visualization.
- **Data Analytical Tools:** Tableau, MySQL, Microsoft Excel.
- **Soft Skills:** Data Story Telling, Critical Thinking, Analytical/Problem Solving, Communication, Teamwork.

PROFESSIONAL EXPERIENCE

Analytics Consultant

Feb 2024 – Present | Swift Insight | Washington DC, United States (Remote)

- Collaborate with internal partners and organizations in the design and development of reporting solutions and routine analytic studies to support business needs.
- Collaborate with stakeholders to develop business KPI Dashboards in Tableau, enhancing business decisions and tracking customer base growth.
- Train clients on the use of Tableau reporting tool.
- Work with clients to design and develop Tableau dashboards in different industries while incorporating datasets from multiple sources.
- **Tableau Public link:** [Tableau](#)

Business Intelligence Analyst

January 2024 – May 2024 | Rodan | London, United Kingdom (Remote, Contract)

- Translated the client's complex business requirements into intuitive Tableau calculations and visualizations, resulting in a user-friendly dashboard that provided actionable insights for stakeholders
- Monitored data quality and identified gaps, leading to significant improvements in data integrity.
- Redesigned key dashboards, improving their clarity and performance by 19%. Established design guidelines and templates, standardizing best practices in dashboard creation and contributing to a 15% increase in visualization process efficiency
- **Tableau Public link:** [Tableau](#)

Business Intelligence Analyst

December 2022 – October 2023 | Free Stuff Finder | Las Vegas, United State (Remote)

- Leveraged proficiency in data integration and ETL processes to automate data pulls from various sources, ensuring data accuracy, consistency, and reliability.
- Implemented Tableau to analyze customer engagement and conversion data, identifying top performing trends; increased customer engagement and conversions by 13% within 6months.
- Coordinated cross-functional collaboration with marketing, design, and development teams to craft and execute innovative content strategies resulting in a 36% increase in customer engagement and a 43% boost in sales revenue.
- Conducted ad-hoc analyses using analytics tools such as Tableau, uncovering valuable insights that led to an increase in customer engagement and a 14% reduction in operational costs.
- **Tableau Public link:** [Tableau](#)

Junior Business Intelligence Analyst

January 2022 – July 2022 | Ithought | Odense, Southern Denmark (Remote)

- Contributed to the expansion of the customer base through conducting precise analysis of customer datasets aligned with the company's target.
- Successfully partnered with stakeholder teams to define and align KPIs and analytical requirements, resulting in the development of impactful dashboards and reports that drove data-informed decision-making.
- Implemented robust ETL processes that automated data pulls from multiple sources, reducing manual effort by 65% and ensuring data accuracy and timeliness.
- Analyzed data to determine the strength of relationship with the clients in order to secure more business opportunities with potential clients.
- **Tableau Public Link:** [Tableau](#)

Data Entry and Research Analyst Intern

November 2020 – January 2022 | Equipment Hall | Lagos, Nigeria

- Analyzed and identified top targets through analytical and critical thinking to improve internet connectivity and improve user experience by 10%.
- Reviewed dashboards regularly to evaluate KPIs and identify performance trends in the first 6 weeks
- Data-driven recommendations were presented to the stakeholders to solve problems faced by the organization within 3 months of joining.

Administrative Officer

October 2018 – August 2020 | IHP Consulting Services | Lagos, Nigeria

- Developed PowerPoint presentation reports to emphasize specific products or services.
- Managed the proposal processes including task delegation, response editing and submission.
- Designed and supervised all company's events to ensure that the company's goals are realized.

EDUCATION

B.Sc. Applied Biochemistry | November 2019.

Nnamdi Azikiwe University, Nigeria

Microsoft Power BI Certification PL-300 | **June 2023**

VOLUNTEERING EXPERIENCE

Business Intelligence Analyst Tutor, Lagos state University Medical Student Association | June 2022

Tutored students on Data Analytical Tools (SQL, Excel)

DatafestAfrica | October 2023

Speaker Engagement Team – Volunteer

Business Intelligence Analyst Mentor

Women in Data Africa - Volunteer