

YAW ASSENSOH OPOKU

Data Analyst | Hamburg, Germany | Open to Remote (EU & Global)

+49 157 3806 5664 | [LinkedIn](#) | [GitHub](#)

[Portfolio](#)

PROFESSIONAL SUMMARY

Before becoming a Data Analyst, I was an entrepreneur. I founded and ran Black Excellence Transport, a logistics operation where I was also the sole analyst: building dashboards, forecasting demand, segmenting customers, and making every major business decision from data. That experience taught me what most analysts only read about: what it actually costs when the numbers are wrong, and what it means when they are right. I grew revenue targets by 10%, cut delivery inefficiency by 15%, and increased repeat business by 20%, not in a case study, but in a real business I was accountable for. I then formalized that instinct through rigorous training in Python, SQL, Tableau, statistical modelling, and machine learning, building a project portfolio spanning churn prediction, A/B testing, time-series forecasting, and RFM segmentation. Trilingual in English, German, and Italian, I bring both the technical depth to build reliable analyses and the business fluency to make them matter.

TECHNICAL SKILLS

Programming & Databases: Python (Pandas, NumPy, Scikit-learn, Matplotlib, SciPy), SQL, PostgreSQL

Data Visualization: Tableau, Power BI, Excel (Advanced Functions, Pivot Tables, Charts)

Analytics & Methods: Statistical Analysis, Hypothesis Testing, A/B Testing, Forecasting, Time-Series Analysis, Predictive Modeling, Customer Segmentation, RFM Analysis, Churn Analysis, KPI Reporting, Trend Analysis, Data Wrangling, Feature Engineering

Tools & Platforms: Jupyter Notebook, Git/GitHub, Google Sheets, Slack, Zoom, Jira

Standards: GDPR compliance awareness, Reproducible research, Data documentation

PROFESSIONAL EXPERIENCE

Owner & Lead Data Analyst | Black Excellence Transport | Hamburg, Germany 2020 – 2025

- ▶ Built and maintained KPI dashboards in Tableau and Excel to track delivery performance, revenue trends, and cost efficiency enabling real-time data-driven decision-making.
- ▶ Analyzed sales figures and market trends using Python (Pandas) and SQL to forecast demand, consistently exceeding monthly revenue targets by 10%.
- ▶ Performed customer segmentation and RFM analysis on client data, identifying high-value customer groups and increasing repeat business by 20%.
- ▶ Optimized delivery route planning and dispatch operations through data analysis, improving overall delivery efficiency by 15%.
- ▶ Managed end-to-end data cleaning, validation, and reporting for a 6-figure revenue operation independently in a remote, self-directed environment.

Team Leader & Dispatcher | MH Transport | Hamburg, Germany 2017 – 20120

- ▶ Led daily logistics operations for 30+ drivers, using real-time operational data analysis to maintain a 99% on-time delivery rate.
- ▶ Implemented a data-driven vehicle safety and compliance tracking system, reducing maintenance-related downtime by 25% through proactive monitoring and reporting.

- ▶ Prepared weekly and monthly performance summaries and trend reports for senior management stakeholders.

CNC Machine Programmer | Busatto Legno | Venice, Italy

2008 – 2016

- ▶ Programmed and operated CNC machinery using technical drawings; analyzed production workflows and applied data-informed process adjustments, reducing material waste by 10%.

DATA ANALYTICS PROJECTS

Customer Churn Prediction Model | *Python, Pandas, Scikit-learn, SQL*

- ▶ Developed a classification model to identify customers at high risk of churn for a subscription-based service, achieving 85% prediction accuracy.
- ▶ Engineered features from customer usage data and applied Scikit-learn classification algorithms; model enabled targeted retention campaigns projected to reduce churn by 15%.

Website Conversion Rate Optimization | *Python, SciPy, Jupyter Notebook*

- ▶ Analyzed A/B test results for a website redesign using statistical significance testing (SciPy); segmented user data by demographic group.
- ▶ Delivered clear, actionable recommendation to implement the new design, projected to increase conversion rates by 7% based on validated test data.

Influenza Staffing Forecast | *Python, Pandas, Scikit-learn, Tableau*

- ▶ Built time-series forecasting models to predict weekly patient admission volumes during flu season for a healthcare provider.
- ▶ Created a staffing needs forecast tool enabling optimized resource allocation, reducing potential overtime costs by 18%.

Instacart Grocery Basket Analysis | *Python, Pandas, NumPy, Jupyter Notebook*

- ▶ Analyzed a multi-million row transactional dataset to uncover customer purchasing patterns; implemented RFM segmentation to identify high-value customer groups.
- ▶ Delivered strategic recommendations for targeted marketing campaigns aimed at increasing customer retention and average order value.

Rockbuster Stealth Revenue & Customer Analysis | *SQL, Tableau*

- ▶ Wrote complex SQL queries to investigate revenue trends, top-performing markets, and customer preferences for a fictional movie rental company transitioning to streaming.
- ▶ Developed interactive Tableau dashboards to visualize key business metrics, providing data-driven recommendations for the digital launch strategy.

Global Development Trends Analysis | *Python, Pandas, Matplotlib, SQL*

- ▶ Analyzed World Bank datasets across 200+ countries to identify economic and social development patterns; correlated economic indicators with health and education outcomes.

GameCo Video Game Market Analysis | *SQL, Excel*

- ▶ Executed SQL queries on historical sales data across genres, platforms, and regions; created comprehensive visualizations and executive reports guiding market entry strategy.

EDUCATION & CERTIFICATION

Data Analyst Certification | CareerFoundry (Online)

2025

- ▶ Comprehensive curriculum covering SQL, Python, statistics, machine learning, data visualization, and data storytelling. Projects include end-to-end analytical workflows from data cleaning to stakeholder presentation.

High School | Education Centre (CPIA Giuseppe Verdi), Mogliano, Italy 2009 - 2012
High School Diploma | Secondary School, Ghana 1995 – 2003

LANGUAGES

English (Professional) | **German** (Professional) | **Italian** (Professional) | **Spanish** (Conversational) | **French** (Conversational)

EU work authorization | Hamburg, Germany | Available for remote roles across EU & globally