YAW ASSENSOH OPOKU

FREELANCER/ INDEPENDENT
DATA ANALYST

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Mail

LinkedIn GitHub

TECHNICAL SKILLS

Programming & Databases:

- Python
- SQL,
- PostgreSQL

Data Visualization:

- Excel
- Tableau

Analytical Methods:

- Statistical Analysis
- Forecasting
- Trend Analysis
- Customer Segmentation
- Data Wrangling
- KPI Reporting
- Hypothesis Testing

Languages:

- English (Professional)
- Italian (Professional)
- German (Professional)
- Spanish (Conversational)
- French (Conversational)

PROFESSIONAL SUMMARY

Data Analyst with a background in logistics entrepreneurship and team leadership, skilled in transforming complex datasets into actionable business intelligence. Proven ability to drive strategic decision-making through advanced analytics, including forecasting, customer segmentation, and trend analysis. Proficient in Python, SQL, and Tableau, with a track record of optimizing business performance and logistics operations. Combines technical expertise with strong problem-solving abilities to deliver measurable results.

PROFESSIONAL EXPERIENCE

Owner & Logistics Manager | Black Excellence Transport, Hamburg

- Performed data analysis on sales figures and market trends to forecast demand, optimizing service offerings and consistently exceeding monthly revenue targets by 10%.
- Managed all operational logistics; analyzed route efficiency and optimized dispatch for a team of 6, improving delivery efficiency by 15%.
- Developed and maintained KPI dashboards and client reports, enhancing communication and leading to a 20% increase in repeat business.

Team Leader & Dispatcher | MH Transport, Hamburg

- Directed a team of 30+ employees, coordinating daily logistics to ensure seamless operations and a 99% on-time delivery rate in a high-pressure environment.
- Implemented a new vehicle safety and compliance tracking system, reducing maintenance-related downtime by 25% through proactive data monitoring.
- Utilized real-time data analysis to solve unexpected logistical problems, minimizing disruptions.

CNC Machine Programmer | Busatto Legno srl, Venezia

- Programmed and operated complex CNC machinery, translating technical drawings into precise production instructions.
- Analyzed and optimized cutting paths and machine processes, reducing material waste by 10% and increasing overall production efficiency

PROJECT EXPERIENCE

Rockbuster Stealth Management Analysis | *SQL, Tableau*

- Analyzed rental data and customer behavior for a fictional movie rental company transitioning to streaming services.
- Wrote complex SQL queries to investigate revenue trends, top-performing markets, and customer preferences.
- Developed an interactive Tableau dashboard to visualize key business metrics for strategic planning.
- **Impact:** Provided data-driven recommendations for the digital launch strategy, identifying target markets and potential content acquisition areas.

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

- Developed a forecasting model to predict patient admission rates during flu season for a healthcare provider.
- Cleaned and processed historical health data using Python's Pandas library.
- Built and evaluated multiple time-series forecasting models to predict weekly patient volume.
- **Impact:** Created a staffing needs forecast tool, enabling optimized resource allocation and reducing potential overtime costs by 18%.

EDUCATION

- Data Analyst Certification

CareerFoundry

Global Development Trends Analysis | *Python (Pandas Matplotlib) SQL*

- Analyzed World Bank datasets to identify key economic and social development trends across 200+ countries.
- Performed data cleaning and transformation on large-scale datasets using Python.
- Conducted statistical analysis to correlate economic indicators with health and education outcomes.
- **Impact:** Identified significant development patterns, providing insights for international policy planning and resource allocation strategies.

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

- Analyzed A/B test results for a website redesign to determine its impact on user conversion rates.
- Performed statistical significance testing using Python's SciPy library to validate results.
- Segmented user data to understand how the redesign affected different demographic groups.
- **Impact:** Provided clear recommendation to implement the new design projected to increase conversion rates by 7% based on test data.

GameCo Video Game Market Analysis | SQL, Excel

- Conducted market analysis for a new video game publisher entering the competitive gaming industry.
- Executed complex SQL queries to analyze historical sales data across genres, platforms, and regions.
- Created comprehensive visualizations and reports to communicate market trends to executive stakeholders.
- **Impact:** Provided data-driven guidance for GameCo's market entry strategy, focusing development resources on high-potential genres and geographic markets.

Instacart Grocery Basket Analysis | Python (Pandas, NumPy), Jupyter Notebook

- Analyzed transactional data from an online grocery platform to understand customer purchasing patterns.
- Performed data cleaning and manipulation on a multi-million row dataset using Python libraries.
- Implemented customer segmentation using RFM analysis to identify high-value customer groups.
- Impact: Delivered strategic recommendations for targeted marketing campaigns, identifying opportunities to increase customer retention and average order value.

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

- Developed a classification model to identify customer at high risk of churn for a subscription-based service.
- Engineered features from customer usage data and built a predictive model using Scikit-Learn
- Achieved 85% accuracy in predicting churn, allowing for a proactive customer retention efforts.
- **Impact:** Model enabled targeted retention campaigns, potentially reducing customer churn by 15% and increasing customer lifetime value.