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Top Skills

Small Team Management

Quality Assurance

Research Skills

Certifications

Data Analytics Essentials with Power
BI

Data Science Orientation

Power BI Essential Training

KPMG AU - Data Analytics Job
Simulation

Certified ScrumMaster (CSM)

Jennifer Nneoma Shedrack

Data Analyst | Expert in Data Analytics & Machine Learning | Data-
Driven Insights| ScrumMaster
Birmingham, England, United Kingdom

Summary

A seasoned Data Analyst with an MSc in Big Data Analytics from
Birmingham City University, where I gained expertise in applied
statistics, data mining, and advanced database management. I'm
well-versed in Python, R, Hadoop, Spark, Tableau, and Power BI,
and have a passion for using data to create impact.

In my most recent role at Tiaco Technologies, I leveraged
analytics to identify key performance indicators, resulting in a 15%
improvement in website traffic and a 20% increase in online brand
visibility. I also executed data-driven advertising campaigns, leading
to a 12% increase in customer acquisition and a 20% improvement
in click-through rates. Additionally, I conducted quarterly analysis
to assess business growth and the effectiveness of strategies,
contributing to a 10% increase in conversion rates and a 15%
reduction in ad spend on underperforming channels. I'm eager to
connect with professionals who share this enthusiasm and explore
data-driven opportunities that can make a real difference.

Experience

Tech-Impact
Data Analyst
October 2025 - Present (5 months)
London Area, United Kingdom

• Collect, clean, and analyse structured and unstructured data to generate
actionable business insights

• Develop interactive dashboards and reports using Power BI and Excel to
track KPIs and performance metrics

• Write SQL queries to extract, transform, and manage data from multiple
sources

• Automate recurring reports and workflows to improve efficiency and reduce
manual effort

• Perform data validation, quality checks, and troubleshooting to ensure accuracy and reliability
• Translate business requirements into data solutions and analytical outputs
• Present findings and recommendations to stakeholders to support data-driven decision-making
• Support process improvement initiatives through data analysis and performance monitoring
• Maintain documentation for datasets, reports, and analytical processes
• Collaborate with cross-functional teams to deliver timely insights and reporting solutions

NEC Group
Team Lead
February 2023 - Present (3 years 1 month)

• Managed event operations and guest services for large-scale events, ensuring smooth execution and exceptional attendee experiences.
• Analysed customer feedback and event performance metrics to drive continuous improvement in service delivery.
• Oversaw team workflows, delegated tasks, and provided on-the-job training to maintain high service standards.
• Coordinated with cross-functional teams to resolve operational challenges quickly and ensure seamless event flow.
• Consistently delivered guest-focused experiences aligned with organisational expectations and quality benchmarks.

Tiaco Technologies
Data Analyst
November 2020 - August 2022 (1 year 10 months)

Leveraged analytics to identify key performance indicators, resulting in a 15% improvement in website traffic and a 20% increase in online brand visibility.

Managed website-related components, optimizing user experience and reducing bounce rates by 15%.
Executed data-driven advertising campaigns, leading to a 12% increase in customer acquisition and a 20% improvement in click-through rates.

Conducted quarterly analysis to assess business growth and the effectiveness of strategies, contributing to a 10% increase in conversion rates and a 15% reduction in ad spend on underperforming channels.

Analyzed customer feedback to identify trends and insights, ultimately enhancing product offerings and service quality, leading to a 20% increase in customer satisfaction scores and a 22% improvement in customer retention rates.

Crown Micro Nigeria
Product Analyst
March 2017 - July 2019 (2 years 5 months)
Nigeria

Utilized data analytics tools like Google Analytics and Mixpanel to analyze product performance, resulting in a 15% increase in sales revenue.

Conducted market research and competitive analysis to inform data-driven product development, leading to a 20% gain in market share.

Collaborated with partners to communicate new product offerings, incorporating feedback for improved engagement and a 20% increase in partner satisfaction.

Employed predictive modeling and data analysis to understand customer behavior, guiding effective cross-selling strategies and achieving a 10% boost in cross-sell revenue.

Managed Return Merchandising Acceptance (RMA) data using tools like Tableau and Power BI, reducing returns by 15% through proactive product improvements.

Chanelle Microfinance Bank Ltd.
Sales Executive
December 2015 - December 2016 (1 year 1 month)
Lagos State, Nigeria

Achieved a 15% increase in sales by promoting and selling bank products, including Fixed Deposit Accounts, Current Accounts, Savings Accounts, and Group Loan Accounts (GLA).

Developed strong interpersonal and communication skills, building excellent customer relationships, enhancing customer satisfaction scores by 20%.

Consistently met or exceeded account receivable targets, demonstrating effective financial management and achieving a 98% collection rate.

Managed accurate transaction records, showcasing meticulous attention to detail and data management skills.

Facilitated efficient packaging, disbursement, and repayment of loans, improving loan portfolio performance and ensuring an on-time repayment rate of 95%

Education

Birmingham City University
Master of Science - MS, Big Data Analytics · (September 2022 - September 2023)

University of Nigeria, Nsukka
Bachelor of Science - BS, Computer Science · (2009 - 2013)