

BENEDICTA IBEAWUCHI

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<https://benedicta-107.github.io/benedicta-ibeawuchi-data-analysts-portfolio/> |

PROFILE / SUMMARY

Data-driven Marketing & Customer Insights Analyst with experience translating multi-channel data (CRM, email, web, social, campaigns) into clear, actionable insights that improve engagement, optimise journeys, influence marketing and commercial decision-making, and drive business performance. Skilled in Power BI, A/B testing, SQL, Python, and digital analytics. Adept at partnering with marketing, sales teams, customer journeys, performance reporting, and stakeholders across cross-functional teams with dashboards, reporting suites, and storytelling that informs senior decision-making.

EXPERIENCE

Marketing Data Analyst (Freelance) | Jan 2024 - Present | Remote

- Improved email & digital ad conversion by 18% through segmentation, A/B testing and journey optimisation.
- Built Power BI marketing funnel dashboards to visualise campaign performance and ROI.
- Conducted churn, retention & lifetime value analysis using SQL and Python, improving retention by 12%.
- Translated insights into recommendations that improved targeting and campaign effectiveness.
- Analysed CRM and behavioural data to refine customer personas and engagement strategies.
- Analysed paid media, email and website performance data to support budget optimisation and channel effectiveness.

Key tools: Power BI, SQL, Python, GA4, CRM systems, Looker Studio (basic), and A/B testing tools.

Customer Insights Analyst | NatWest | Apr 2023 - August 2025 | Manchester • Hybrid (Part-time)

- Conducted a deep-dive CRM and behaviour analysis to support segmentation and workflow optimisation.
- Identified service pain points, contributing to a 10% reduction in repeat complaints.
- Built Excel dashboards & KPI reports tracking customer journeys and service patterns.
- Partnered with cross-functional teams to present insights and support operational improvements.

Relevance: Customer journey analytics, behavioural insight extraction, data validation.

Sales Performance & Data Support Analyst | Sky | Aug 2023 - Sep 2025 | Manchester • Hybrid (Full-time)

- Analysed customer behaviour and product fit, increasing SIM & broadband conversion by 22%.

- Developed campaign performance dashboards used by senior leadership.
- Integrated customer feedback data into cross-sell optimisation strategies.
- Collaborated with sales, marketing, and technical teams to validate data and deliver insights.

Relevance: Multi-channel analytics, funnel optimisation, dashboard creation, stakeholder communication.

Research & Data Assistant | China Agricultural University | Sep 2019 – Jun 2022

- Analysed more than 5,000 datasets using Python & R for complex modelling projects.
- Built regression models, visualisations, and analytical reports for publications.
- Strengthened data cleaning, validation, and advanced analytics capabilities.

Relevance: Statistical modelling, data quality investigation, analytical storytelling.

Research Assistant | Agricultural Development Project | Oct 2015 - Jan 2018

- Conducted large-scale data collection and analysis using GIS, R, and Excel.
- Produced insights for field programmes across multiple locations.

TECHNICAL SKILLS

- Data & Analytics: Power BI, Excel (advanced), SQL, Python, R, GA4, CRM Analytics
- Marketing Analytics: A/B testing, segmentation, campaign performance analysis, funnels
- Dashboards & Reporting: Power BI dashboard design, KPI tracking, data storytelling
- Tools: D365 Sales (basic), Looker Studio (basic), CRM tools, Email marketing platforms
- Other: Data mining, predictive modelling, data validation, stakeholder presentation

EDUCATION

- MSc | China Agricultural University, 2022
- BSc | Michael Okpara University of Agriculture, 2015

CERTIFICATIONS

Google IT Support (2025) · CS50: Intro to Computer Science (2025) · Data Analytics Courses (Kaggle, Alison, 2025)