

# AMAKA IDUWE

DATA ANALYST, BI ANALYST, DATA SCIENTIST

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## PROFILE

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Data and Business Intelligence (BI) Strategist with a strong background in business and finance. Experienced in designing dashboards and automating reports using Power BI, SQL, Excel, and Python to support growth, cost reduction, and operational efficiency. Has led impactful data analysis projects across retail and corporate settings, helping teams improve performance and make data-informed decisions. Skilled at translating complex datasets into clear insights for executives and cross-functional teams. Also contributes to applied AI projects and has co-authored published research on large language models (LLMs), with a focus on ethical AI, insight automation, and improving how data is explained and used in real-world business environments.

## SKILLS

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- **Strategic & Analytical Thinking:** Strategic data analysis, KPI development, business performance reporting, data-informed decision-making
- **Data Tools & Technologies:** Power BI, SQL, Python, Excel, Git, Docker
- **Data Workflows:** Data cleaning and transformation, dashboard development, reporting automation, trend analysis
- **Communication & Collaboration:** Stakeholder engagement, cross-functional teamwork, presentation skills, storytelling with data
- **Problem Solving & Business Impact:** Root cause analysis, cost optimisation, process improvement, agile execution
- **Applied AI & Automation:** LLM-powered insight generation, AI-assisted dashboards, model interpretability

## WORK EXPERIENCE

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**RSNL | Analytics Lead**

**Apr 2024 – Present**

- Led the development of Power BI dashboards to support the marketing, procurement, and finance teams, enhancing visibility and decision-making.
- Drove consumer behaviour analysis in collaboration with partners such as IPSOS and First Bank, generating insights that informed customer segmentation and engagement strategies.
- Supported e-commerce analytics initiatives for Glovo and Chowdeck, delivering data-driven recommendations that improved conversion and operational efficiency.

- Identified and implemented cost-saving measures across packaging, energy, and janitorial services, reducing overhead by over 15%.
- Delivered strategic insights to cross-functional teams and supported Deloitte consultants during board-level sessions with executive-ready dashboards and presentations.
- Contributed data insights to early-stage B2B planning efforts, enabling exploration of vendor strategy and external partnerships.

## **Microsystems | Data Scientist**

**Sept 2021 – Apr 2024**

- Collaborated with business leads to design reporting solutions that aligned with strategic goals, enhancing financial planning, resource allocation, and performance tracking.
- Built and deployed over five statistical models (regression, classification, clustering) to support client insights and scenario planning, increasing forecasting accuracy by 15%.
- Executed 100+ ETL workflows across multiple data sources, maintaining over 98% accuracy for client-facing dashboards and executive reports.
- Applied Python libraries (Pandas, NumPy, Scikit-learn) to uncover business patterns, automate data pipelines, and deliver actionable recommendations.

## **EDUCATION**

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### **University of Essex**

**2019 – 2020**

Master of Science in Accounting and Finance

- Graduated with a Distinction (Top 1%)
- Received the Dean's Award for Best Accounting Student

### **University of Essex**

**2016 – 2019**

Bachelor of Science in Business Management

- Graduated with Honours.

## **RESEARCH & PUBLICATIONS**

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- AI in Social Good: LLM-Powered Interventions in Crisis Management and Disaster Response (URF Journals, 2025)
- Beyond Traditional Assessment: Exploring the Impact of Large Language Models on Grading Practices (URF Journals, 2023)

## APPLIED AI & OPEN-SOURCE CONTRIBUTIONS

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### PlotSense AI | Data Scientist - AI-Enhanced Insights

Jan 2025 – Present

- Contributed to the development of an LLM-powered explainer tool that interprets business data visualisations and generates automated insights. Designed logic for chart type recommendation based on dataset structure, implemented prompt-engineered LLM workflows for natural language generation, and aligned model output with human reasoning to improve interpretability, usability, and ethical explanation across time series and segmentation plots.

### Unify AI | Data Scientist - Framework Interoperability

Jul 2023 – Dec 2023

- Collaborated on Ivy, an open-source ML framework enabling interoperability across NumPy, JAX, PyTorch, and TensorFlow. Contributed to core function implementation and testing (e.g., trace), validated logic across frameworks, and supported documentation and engineering workflows in VSCode and GitHub. Work supported cross-framework consistency, usability, and analytical performance for downstream ML tools.

## OUTREACH, SPEAKING & MENTORSHIP

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- Speaker – APIConf (2025)**

APIs Don't Speak, Dashboards Do

- Panelist – Coding Black Females (2024)**

Engineering the Future: AI and Machine Learning in Practice

- Mentor – The Mentoring Club (2024 – Present)**

Support early-career professionals transitioning into data and AI roles, focusing on technical upskilling and research alignment.

## CERTIFICATIONS

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**Bloomberg Market Concepts, Bloomberg**

**2023**

**Full Stack Data Science Diploma, 10Alytics**

**2022**

- Statistics for Data Science, Microsoft Excel, Tableau & Power BI, SQL, Python for Data Science, Exploratory Data Analysis, Data Visualisation, Machine Learning and Computer Vision.

## REFERENCES

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**Referees are available on request.**