Danielle Okoro

Insights Analyst

Chicago, IL (312) 555-0144 danielle.okoro@email.com linkedin.com/in/danielleokoro

SUMMARY

Insights analyst with 5 years turning retail, Nielsen and web data into decisions for CPG brand and retail teams. Builds Tableau and Power BI dashboards, writes SQL and Python for ad hoc questions, and runs promotion and pricing studies that move trade budgets. Explains findings in short PowerPoint stories that brand leaders act on.

EXPERIENCE

Insights Analyst 06/2023 - Present

Lakefront Consumer Brands Chicago, IL

Snack and beverage maker selling through 30,000 US grocery and convenience stores.

- Build Tableau and Power BI dashboards on Nielsen sales data for 12 brand teams, replacing 20 weekly manual reports.
- Analyze retail and ecommerce data in SQL and Python to explain share changes, answering 40+ brand questions a quarter.
- Run statistical analysis on promotion lift across 3,000 events, shifting **$4M** of trade spend to the 2 best mechanics.
- Present monthly category reviews in PowerPoint to brand directors, using clear data visualization to frame next steps.

Business Intelligence Analyst 07/2021 - 05/2023

Prairie Lane Retail Group Naperville, IL

Regional home goods retailer with 85 stores and an online shop.

- Developed Looker reports on store traffic and basket size for 85 store managers, used in every weekly operations call.
- Tracked website funnels in Google Analytics, finding a checkout step whose fix lifted online conversion 0.6 points.
- Automated a weekly Excel sales flash with SQL queries, cutting prep time from 6 hours to 45 minutes.
- Validated POS data feeds with attention to detail, catching a store mapping error that misstated 3 regions.

Analytics Intern 06/2020 - 08/2020

Midway Media Partners Chicago, IL

Media and research agency serving consumer brands.

- Merged 3 brand-health survey waves in R for a client tracking study of 2,400 respondents.
- Charted 50 survey crosstabs in Excel for the account team's quarterly client deck.
- Summarized 1,200 open-ended answers into 8 themes for the research director.

SKILLS

- **Tableau**
- **Power BI**
- **SQL**
- **Python**
- **Excel**
- **Nielsen**
- **Google Analytics**
- **Looker**
- **Statistical Analysis**
- **Data Visualization**

EDUCATION

Bachelor of Science

University of Illinois Urbana-Champaign

Economics

Champaign, IL

05/2021

CERTIFICATES

Tableau Desktop Specialist

Tableau

02/2022