

Tess Ogamba | Data Analyst

portfolio: github.com/tessogamba | website: tessogamba.com | linkedin.com/in/tessogamba

PROFESSIONAL SUMMARY

Data Analyst with 7 years' experience applying commercial and operational analytics to transform complex data into measurable business impact. Recognised top performer with a proven track record of automating reporting pipelines, optimising acquisition funnels and enabling executive decision-making. Adept at bridging technical data systems with commercial strategy to enhance growth and operational efficiency.

KEY SKILLS

Core Skills: Commercial analytics, business intelligence, data analysis, data modelling, data visualisation, KPI development, decision support, stakeholder management

Technical: Power BI, SQL, SQL Server, Power Query, DAX, Python, dbt Cloud, Snowflake, BigQuery, Tableau, Looker Studio, Claude

WORK EXPERIENCE

Data Analyst | Refugee and Migrant Centre, UK

01/2026 - date

- Conducted an end-to-end data audit across operational workflows and legacy data architecture, writing a 37-page diagnostic report adopted organisation-wide as the strategic blueprint to improve data maturity, governance, and reporting processes.
- Designed and built the annual impact Power BI dashboard, establishing a single source of truth for reporting which exposed critical data quality issues, informed funding priorities, prompted improvements to source-system validation, and continues to support operational and strategic decision-making.
- Engineered the first dimensional data model in Power BI, transforming fragmented Excel workflows into a refreshable ETL pipeline that standardised 20+ unstructured fields, integrated API-based postcode validation, removed PII from the reporting layer, and corrected historical reporting inaccuracies through robust financial year logic.
- Reverse-engineered the operational SQL Server database, developing production SQL queries that replaced a legacy desktop extraction tool, unlocked complete historical data, and enabled enterprise-wide Power BI reporting and self-service analytics.
- Built a proof-of-concept semantic data model and executive Power BI dashboard that demonstrated the value of modern BI and analytics, securing £1,900 investment in Microsoft Fabric, Copilot, and expanded Power BI infrastructure.
- Designed 12-month implementation strategy for audit recommendations, shaping M&E department's overarching strategy and facilitating rollout of key data initiatives.
- Created a single repository for reports and standardised data requests.

Data & Growth Analyst | Freelance, UK

04/2021 - 11/2025

- Analysed customer behaviour, feedback and market demand metrics to identify unmet customer needs, prioritising high-value product strategies that drove 3,000+ course enrolments within three months, including 100+ in the first week.
- Optimised customer acquisition and onboarding funnels through user segmentation and conversion analysis, resulting in conversion of 300+ customers from 900+ onboarding journeys.

- Applied performance analytics and experimentation to refine digital growth strategies, scaling audience reach to over 260,000 and executing campaigns that exceeded 1000,000 views.
- Designed and evaluated growth experiments across acquisition channels, establishing performance baselines to continuously optimise user engagement and conversion rates.
- Collaborated with stakeholders across marketing, partnerships and commercial functions to translate performance analytics into actionable strategic recommendations and growth initiatives.
- Advised founders and businesses on key performance metrics and growth opportunities, translating complex customer, product and revenue data into commercial strategies.
- Performed quantitative market, competitor and conversion analysis to assess partnership opportunities and guide product investment decisions.

Center Manager | *eMobilis Mobile Technology Institute*

04/2020 - 03/2021

- Recognised as "Most Innovative Centre Manager" among 106 nationwide centres for driving operational efficiency, process improvement, and KPI performance.
- Analysed programme performance and demographic data to identify operational trends, optimising outreach strategies that increased community participation.
- Monitored operational workflows and delivery targets, producing performance reports that provided actionable recommendations for executive decision-making.
- Coordinated with government agencies and educational institutions to deliver multi-stakeholder programmes, aligning strategic initiatives for enhanced collaboration.

Research Analyst | *Africa Centre for Entrepreneurship, Policy & Innovation*

11/2019 - 03/2020

- Ranked 2nd among Research Analysts for delivering high-quality statistical analysis that informed international development evaluation projects.
- Designed research methodologies and applied statistical analysis, validation, and quality assurance to large-scale datasets.
- Synthesised complex quantitative and qualitative research into clear analytical reports, presenting evidence-based recommendations to policy and development stakeholders.
- Collaborated with multidisciplinary teams to execute comprehensive research projects, enhancing outcomes for global non-profit and development partners.

Data Analyst Intern | *TIFA Research*

05/2019 - 10/2019

- Utilised statistical methods to uncover trends and patterns across complex datasets, enhancing client decision-making through visual reporting and dashboards.
- Analysed and transformed large datasets, applying data validation, cleaning, and quality assurance techniques to ensure reliability of analytical pipelines.
- Collaborated with cross-functional research teams throughout data lifecycle, from ingestion and validation to final executive presentation.

EDUCATION & QUALIFICATIONS

BSc Biostatistics | *Jomo Kenyatta University of Agriculture and Technology*

08/2015 - 11/2019

CERTIFICATIONS

McKinsey Forward Program - *McKinsey & Company, June 2026*

dbt Fundamentals - *dbt Labs, May 2026*

Advanced SQL - *Learn SQL, August 2024*