

Tess Ogamba

Data Analyst | Business Intelligence | Commercial Analytics

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, Advanced Excel

WORK EXPERIENCE

Data Analyst | *Refugee and Migrant Centre, UK* | 01/2026 - Present

- Conducted end-to-end data audit across operational workflows and legacy architecture, delivering a 37-page diagnostic report adopted organisation-wide 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 SQL Server database to develop production queries that replaced legacy extraction tool, unlocked complete historical data, and enabled enterprise-wide Power BI reporting.
- 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 strategy and enabling rollout of key data initiatives.
- Established organisation-wide reporting standards by centralising analytics requests and improving governance.

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 acquisition and onboarding funnels through user segmentation and conversion analysis, converting 300+ customers from 900+ onboarding journeys (33% conversion rate).

- Applied performance analytics and experimentation to refine digital growth strategies, scaling audience reach to over 260,000 and executing campaigns that exceeded 1,000,000 views.
- Designed and evaluated A/B tests across acquisition channels, establishing performance baselines to 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 on key performance metrics and growth opportunities, translating customer, product, and revenue data into commercial strategies.
- Performed quantitative analysis of market, competitor, and conversion data to assess partnership opportunities and guide product investment decisions.
- Managed 10+ commercial brand partnerships end-to-end from negotiation through delivery, aligning partner objectives with acquisition performance and driving measurable customer growth.

Centre 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 with 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 People, Institutions and Society* | 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 using R.
- Synthesised quantitative and qualitative research into 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

- Applied statistical methods to uncover trends and patterns across datasets, enhancing client decision-making through visual reporting and dashboards in Excel.
- Analysed and transformed large datasets, applying data validation, cleaning, and quality assurance techniques to ensure pipeline reliability.
- Collaborated with cross-functional research teams throughout the 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

dbt Fundamentals – *dbt Labs*, 2026

Advanced SQL – *Learn SQL*, 2025

Google Digital Marketing & E-commerce Certificate – *Google*, 2024

McKinsey Forward Program – *McKinsey & Company*, 2026