

# EMMANUEL KANATI

## Data and Insights Analyst

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GitHub: <https://github.com/emmanueltheanalyst>

Portfolio website: <https://emmanueltheanalyst.github.io/>

### Professional Summary

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Data and Insights Analyst with a demonstrated ability to foster and sustain meaningful relationships with stakeholders. My enthusiasm lies in leveraging data to address business challenges effectively. My GitHub portfolio showcases a collection of data analytics and modelling projects, each intricately designed to deliver substantial business impact

### Skills & Tools

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|-------------------------|--|
| <i>Programming</i>      | SQL (MySQL, MSSQL PostgreSQL)   Python (Base, Pandas, Numpy, Matplotlib)   |
| <i>Machine Learning</i> | Linear Regression   Logistic Regression   Decision Trees   Random Forest<br>  KNN   k-means   PCA   Association Rule Learning   Causal Impact Analysis |
| <i>Others</i>           | Statistics   Data Visualisation (Power BI, Tableau)   MS Office   Jupyter<br>Notebook   SPSS   Docker   Streamlit   AWS                                |

### Experience

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#### **Institute of Health and Wellbeing** **Data Analyst** 01/2023 – 07/2023

- Analysed data from diverse sources using SQL and Excel, providing stakeholders with data-driven insights and actionable recommendations for strategic decision-making.
- Worked closely with senior business stakeholders to create value and business impact through data visualisations and analysis.
- Developed and maintained databases, designing efficient data models and implementing ETL processes resulting in data accuracy, security, and compliance with industry standards.
- Created dynamic reports and interactive dashboards using Power BI, effectively communicating complex data insights in a clear and visually compelling manner for stakeholders.

#### **Right To Play** **Data and Project Coordinator** 09/2020 – 08/2022

- Used SQL, Power BI and Excel to extract, manipulate and transform data to provide client with insights.
- Delivered presentation of KPIs to clients.
- Utilised Power BI to track and analyse project metrics, identifying areas for improvement as well as to identify trends, patterns, and insights for decision-making.
- Conducted comprehensive business process analysis, resulting in recommendations for process improvements that led to a 20% increase in overall efficiency.

**Hyperlink Africa**  
**Business Intelligence Analyst**  
*08/2019 – 09/2020*

- Identified trends and patterns in project data, resulting in a 15% increase in project efficiency and cost savings through optimised resource allocation
- Conducted in-depth market analyses using cutting-edge business intelligence tools such as Tableau and Power BI, identifying critical trends and opportunities to enhance the effectiveness of digital marketing campaigns and multimedia offerings.
- Established and maintained dynamic data visualization dashboards using Tableau and Power BI, enabling real-time monitoring of event performance metrics, enabling timely decision-making and ensured campaigns were responsive to evolving market dynamics.
- Led the development and implementation of data-driven strategies, optimising digital marketing initiatives and delivering a remarkable 20% increase in user engagement.
- Took charge of bi-monthly market research initiatives, consistently uncovering a minimum of three emerging opportunities per quarter using market research tools and structured analysis to guide product development and marketing strategies.

**Hyperlink Africa**  
**Data and Insights Analyst**  
*06/2017 – 08/2019*

- Provide insights to clients about their business processes, brand perception, staff performance as well as customer journeys.
- Conducted detailed data cleaning and pre-processing procedures on extensive datasets performing in-depth data analysis on customer behaviour using SQL and Python for data extraction and transformation.
- Produced weekly performance reports and interactive dashboards for 30 digital marketing campaigns, utilising Power BI and Tableau which significantly contributed to a 10% increase in client satisfaction which empowered effective decision-making processes within the team.
- Delivered actionable insights during monthly meetings while fostering strong client relationships through transparent and effective data communication, attaining a 95% client satisfaction rating.

## Education

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University of Suffolk  
**MSC in Data Science and Artificial Intelligence**  
*September 2022 to October 2023*

University of Ghana  
**B.A(Hons) in Political Science and French**  
*October 2012 to May 2017*