KWAME AKOMEAH

Business Analyst

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SUMMARY

Business Analyst with over 3 years of experience delivering data-driven insights and process improvements across financial services, healthcare, and digital marketing. Proven expertise in SQL, Python, Power BI, and Salesforce to improve decision-making, optimize processes, and drive measurable business outcomes. Experienced working with cross-functional stakeholders in fast-paced, dynamic environments.

Eligible to work in the US on OPT, with STEM-OPT extension.

EDUCATION

MSc. Business Analytics
Lewis University
Romeoville IL, 2024 - 2025

MA. International and Development Economics
University of Applied Sciences, HTW - Berlin
Berlin - Germany, 2021 - 2023

BA. Economics and Sociology
University of Cape Coast
Cape Coast - Ghana, 2014 - 2018

TECHNICAL SKILLS

- Python
- SQL
- Power BI
- Tableau
- Excel
- Salesforce

EXPERTISE

- Data Analytics
- Business Intelligence
- Digital Marketing

EXPERIENCE

SALESFORCE ADMINISTRATOR
Blue Road Academy| Berlin - Germany | 2023 - 2024

- **Automated sales and service workflows**, reducing manual data entry by 30% and improving pipeline efficiency for account executives and service agents.
- **Translated business requirements into scalable CRM solutions** in partnership with Accenture on an agile case study, supporting solution design and implementation.
- **Built automated dashboards and performance reports** to track Customer Lifetime Value, lead conversion, churn, ROI, and satisfaction for sales and service executives.

BUSINESS ANALYST, INTERN
HypoVereinsbank - UniCredit | Berlin | 2022 - 2023

- **Analyzed financial and payment transaction data** using Excel and SQL to identify growth and investment opportunities, supporting portfolio expansion strategies.
- **Collaborated with Global Transaction Banking and technical teams as subject matter expert,** translating customer requirements into tailored financial solutions.
- **Led payment process optimization by analyzing transaction data** to identify bottlenecks and customer pain points, reducing repeat client queries by 30%.

DATA & BUSINESS INTELLIGENCE ANALYST, INTERN
Global Solutions Initiative | Berlin - Germany | 2022

- **Automated ETL and data preparation in Excel,** reducing data processing time by 25% and enabling scalable analysis of over 10K records across multiple channels.
- **Designed and maintained interactive dashboards and KPI reports** in Excel and Tableau, delivering weekly performance insights for targeted marketing strategies.
- **Partnered with stakeholders to translate marketing objectives into actionable strategies and metrics**, ensuring alignment between analytics and business goals.

AUDIT ASSOCIATE
Ghana Audit Service | Kumasi - Ghana | 2018 - 2019

- **Analyzed financial statements, programs and project documentations** to assess financial performance, regulatory compliance, and operational effectiveness.
- **Evaluated internal controls and risk management processes** in collaboration with key process owners, delivering recommendations that strengthen governance.
- **Led the implementation of MS SharePoint as a centralized single source of truth,** improving data governance, documentation, and cross-team collaboration.

ANALYTICS PROJECTS

REDUCING HOSPITAL READMISSIONS | HEALTHCARE ANALYTICS

- Analyzed over 1.5M inpatient records to identify high-risk patients early using predictive models (Random Forest, XGBoost) in Python (Pandas, Scikit-learn).
- Designed Power BI dashboards integrating clinical, demographic, and service area KPIs to optimize discharge workflow and transitional care management.

CUSTOMER SEGMENTATION ANALYSIS | MARKETING ANALYTICS

- Analyzed over 500K e-commerce transactions using Python (Pandas, Scikit-learn) to uncover customer behavior and purchasing patterns across the customer journey.
- Developed K-Means clustering to segment customers into actionable cohorts, for targeted marketing strategies, reducing churn and improving CLV and ROI.