

Ken-Okoturo Mofe Raphael

Data Analyst

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Detail-oriented Data Analyst with 4 years of experience in managing data sources and delivering insights for finance, product, and engineering teams. Delivered performance rankings on government MDAs that directly influenced state budget allocation. Adept in collaborating with cross-functional teams and delivering projects across various phases of the data analytics lifecycle.

Experience

Paid Media and Data Analyst

Jul 2025 - Present

PLNT Burger

- Develop and maintain performance dashboards consolidating sales, marketing, and operational data from first-party, third-party, and paid media platforms, enabling real-time visibility into channel performance and ROI.
- Automate customer retention and engagement journeys by leveraging data segmentation and purchase frequency analysis, reducing churn and improving repeat order rates.
- Craft and optimize data-driven marketing campaigns based on conversion metrics, customer lifetime value, and audience insights, resulting in higher engagement and improved return on ad spend (ROAS).
- Monitored campaign and platform performance metrics across all channels to identify underperforming areas, test new strategies, and enhance overall paid media effectiveness.

Data/AI Annotator

Aug 2024 - Jun 2025

Mindrift

- Refined Large Language Models (LLMs) reasoning capabilities by generating subject-specific prompts to target areas of cognitive weakness, and challenge model comprehension.
- Diagnosed and annotated logical and computational errors in LLM responses, delivering detailed feedback that improved model accuracy and interpretability in complex problem-solving tasks.

Data Analyst - Contract

Apr 2024 - May 2025

Office of the Delta State Webmaster

- Collect and consolidate data from state Ministries, Departments, and Agencies (MDAs), resulting in a 50% increase in data availability on the official government web platform.
- Performed profitability ranking of 10 MDAs, enabling leadership to prioritize funding allocation and optimize budget decisions.
- Implemented cross-validation checks, enhancing the quality and reliability of public-facing government data.

Education

Bachelor of Science in Computer Engineering

2023

Obafemi Awolowo University, Ile-Ife, Osun State

Certifications

Google Data Analytics Certification

July 2024

Coursera

Projects

Economic Analysis: US vs. UK (R programming)

Jun 2024

- Conducted a comparative analysis of key economic indicators for the US and UK using the World Bank dataset.
- Demonstrated expertise in statistical data analysis by examining significant trends influencing economic performance in both countries, including GDP, unemployment rate, life expectancy, and infant mortality. ([link](#))

Twitter Data Control System (Python)

Mar 2022 - Nov 2022

- Developed a sentiment analysis model using Machine Learning Algorithm to classify tweets as positive, negative, or neutral.
- Achieved a 0.76 accuracy score with both the Naive Bayes and SVM classifiers in predicting tweet sentiment, demonstrating the model's effectiveness in identifying potential cyberbullying cases. ([link](#))

Other Projects

- Stack Overflow Survey Analysis ([link](#))
- Data Transformation ([link](#))
- Tableau Dashboards ([link](#))

- Hard Skills:** SQL, Python, R, Data Analysis and Manipulation, Data Collection and Validation, Data Cleaning, Data Transformation, Data Visualization, Statistical Analysis, AI, Data Integrity, Regression Analysis, Database Design and Optimization.
- Tools:** Microsoft SQL Server, Excel, PowerPoint, Tableau, Power BI, Oracle, Jupyter Notebook, RStudio.
- Soft Skills:** Problem Solving, Analytical Thinking, Critical Thinking, Attention to Detail, Communication (Written and Verbal), Presentation Skills, Collaboration, Time Management.