

Chike Okwudiafor

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SUMMARY

Senior Data Analyst with 5+ years of experience and \$10M+ in quantified business impact at a high-growth B2B SaaS company. Skilled in SQL, Python, Tableau, Looker, Snowflake, and dbt, with a track record of building scalable analytics infrastructure, operationalizing ML predictions, and translating complex data into executive-level decisions across Product, GTM, Finance, and Customer Success.

TECHNICAL SKILLS

Data & Analytics: Tableau, Power BI, Looker, Google Data Studio, ETL, Data Modeling, Statistical Analysis

Databases: Snowflake, BigQuery, SQL Server, Azure SQL, AWS

Programming: Python, dbt (Data Build Tool), LookML, SQL, Git

Data Quality: Data validation, ETL testing, quality monitoring, data governance

PROFESSIONAL EXPERIENCE

ZENDESK, INC. | Data Analyst, Enterprise Insights | Remote

Feb 2022 – Mar 2026

Product Analytics & Strategic Launches

- Architected 6 production dbt models in Snowflake and built Looker dashboards for consumption-based product launches delivering real-time Board of Directors visibility into revenue opportunities with scalable SKU infrastructure
- Engineered Bullseye predictive sales intelligence platform in Tableau, operationalizing ML model outputs into account-level product expansion scores with row-level security which contributed to \$200M revenue goal

Revenue Analytics & Finance

- Built financial models and scenario analysis that informed a \$4.5M Q1 revenue uplift from the company's first price increase in 7 years; partnered with Finance, GTM, and Product to model pricing sensitivities and secure executive sign-off
- Boosted AE win rates from 50% to 80% by equipping GTM teams with targeted data insights and actionable account-level analytics
- Developed interactive Tableau dashboards, directly contributing to a \$1M revenue boost for Customer Success

Data Infrastructure & Quality

- Co-led enterprise cloud migration from Google Cloud to Snowflake by architecting complex SQL queries, designing scalable data models, and rebuilding the full Tableau reporting ecosystem; achieved 35% query performance improvement
- Automated critical ETL workflows during data migration using Python and Snowflake, achieving 40% reduction in manual processing time
- Engineered Bulk Delete Users automation tool in Python to streamline Tableau license management for a 5,500-seat organization

THRIVE LOT | Data Analyst / Scientist | Remote

Aug 2020 – Feb 2022

- Constructed multi-touch attribution models in BigQuery to improve conversion tracking accuracy across paid and organic marketing channels
- Built customer segmentation and predictive analytics models to identify high-value cohorts, contributing to a 25% increase in sales conversion rate

EDUCATION & CERTIFICATIONS

Duquesne University: MS Analytics and Information Management, GPA 3.9/4.0 (2021), Beta Gamma Sigma Honor Society

Lee University: BS Business Administration, International Business (2018)

Certifications: dbt Fundamentals (2022) | dbt Analytics Engineering Certification (in progress, 2026)