

# Lucas Okwudishu

## Senior Analytics Professional

410-428-6447 | lokwudishu@gmail.com | Odenton, MD | [linkedin.com/in/lucasokwudishu/](https://www.linkedin.com/in/lucasokwudishu/)

### SUMMARY

---

Senior analytics professional with a proven track record of building scalable data analytics solutions to optimize go-to-market operations across customer acquisition, retention, and lifecycle value. Strong technical skills in SQL, DBT, Python, Streamlit, and cloud data warehouses (Snowflake, BigQuery). Experienced in transforming raw data into actionable insights. Strong interest in building AI solutions and learning scalable data engineering practices.

#### Career Highlights:

- Delivered \$1M/year operational savings through data-driven analysis and resolution of support tickets at HubSpot.
- Delivered \$700K/year increase in late payment collection, through experimentation at HubSpot.
- Delivered \$540K/year additional revenue from a single upgrade recommendation model at HubSpot
- Led analysis to guide \$100M+ donation allocation at United Way.
- Saved \$1M+/year in forecast error and achieved a 99% product fill rate at DAP through safety stock models.
- Prevented \$2M+ inventory valuation errors at Whole Foods through thorough cycle count audit processes.

### SELECTED EXPERIENCE

---

#### Snowflake

2021/07 – 2024/12

##### Senior Data Analyst, Support Analytics

- Pioneer AI use cases for Snowflake's enterprise capabilities (Cortex AI), identifying business problems within Support operations, developing LLM-powered solutions, and packaging outcomes as customer-facing case studies.
- Lead end-to-end development of LLM analytics solutions from requirements gathering and prompt engineering through human evaluation, production deployment, and analysis-ready data layers (SQL, DBT, Snowflake).
- Collaborate with cross-functional stakeholders (CXE, Case Quality, Engineering, Sales) to define success metrics, validate model performance, and drive adoption of AI tools that showcase Snowflake's product capabilities.

#### Accomplishments

- Saved **~2,400 hours/year** of manual effort by developing an AI-driven Jira quality review system that reduced manager review time from 7 minutes to under 1 minute per ticket across 2,000+ Jira tickets monthly.
- Deployed an LLM-powered Case Complexity Model processing **9K+ cases/month**, enabling data-driven case routing and resource allocation based on case difficulty.
- Prevented an estimated **100+** case escalations per month by building a sentiment analysis tool that enables managers to proactively identify and intervene on at-risk cases.
- Established the team's first LLM development SOP, creating standardized frameworks, evaluation templates, and best practices to scale AI initiatives and ensure repeatable success.

#### HubSpot

2021/07 – 2024/12

##### Senior Data Analyst, Revenue Operations

- Spearheaded cross-functional analytics initiatives to measure and optimize customer lifecycle outcomes across marketing, customer success, sales, and product teams within HubSpot's starter (entry tier) business. Developed measurement frameworks and roadmaps to drive acquisition, retention, and upgrade performance.
- Designed and productized data pipelines (using SQL, DBT, and Snowflake), predictive models, and analytics solutions to optimize customer engagement strategies and drive revenue growth across go-to-market initiatives.
- Enabled reporting by building and maintaining self-service dashboards to track/explain the performance of key metrics vs plan, such as new customer acquisition, customer churn, and customer upgrades.

#### Accomplishments

- Achieved **\$1M/year** in operational savings by analyzing support tickets, identifying billing pain points, and recommending changes to billing policies and user experience, thus reducing support tickets, increasing CSAT, and eliminating the need for additional support headcount.
- Established a single source of truth for customer journey analysis by architecting a last-touch attribution model (using Snowflake, SQL, and DBT) processing **3M+ touchpoints** across **150K+ users**, thus attributing credit to the right team/program, enabling accurate data for 2025 headcount planning.
- Drove **\$540K/year** revenue growth (3% upgrade rate increase) by developing and productizing a user behavior analysis model that identified high-propensity-to-upgrade customers based on product usage patterns across multiple features.
- Drove **\$700K/year** late payment revenue recovery (10% improvement in collection rates), saving over **100** human hours of manual collections by designing and executing targeted late payment reminder experiments.

## United Way Worldwide

2020/05 – 2021/07

### Data Analyst, Network Engagement

- Led technical and strategic initiatives to support the VP of Network Engagement and 6 regional directors.
- Developed benchmarks and forecasting models to predict and evaluate the performance of 1200 United Ways based on location, coverage size, historical trends, and expected impact.
- Integrated external demographic and socio-economic data (e.g., BLS) into internal databases to fill critical data gaps and provide a more holistic view of United Way locations, enabling better-targeted strategies.

#### Accomplishments

- Saved **8 hours** of analysis time by automating the design, deployment, data collection, and reporting of bi-weekly surveys using R programming language and Smartsheet.
- Conducted a needs assessment analysis to guide the efficient allocation of **\$100M+** in MacKenzie Scott donations.
- Helped **16** underperforming locations achieve at least **5%+** year-over-year donor revenue growth in 2021, reversing a 10-year declining revenue trend, by piloting data platform improvement and donor diversification initiatives.
- Improved database completeness by over **50%**, enabling more comprehensive and actionable insights to support decision-making.

## DAP

2019/05 – 2020/05

### Supply Planning/Inventory Analyst

- Monitored and maintained accurate demand forecasts and inventory levels for 65 product categories, ensuring alignment with business needs and operational goals.
- Analyzed production schedules and inventory data to ensure optimal stock levels and prevent shortages or overstock, balancing manufacturing output with customer demand.
- Developed and deployed database solutions to streamline supply chain operations and enhance operational efficiency.

#### Accomplishments

- Built an automated forecasting system covering **65** product categories and **3,500+** SKUs, using SQL, Excel, VBA, and Power Query.
- Achieved savings of **\$1M+/year**, by reducing forecasting error by **3%** through statistical forecast modeling.
- Improved fill rates to **99% from 96%** by implementing dynamic statistical safety stock calculations and collaborating with six warehouses to standardize and adopt these inventory practices.
- Saved **10 hrs/week** for 5 product managers by automating daily report refresh processes using Excel and VBA, enabling faster decision-making and increased efficiency.

## Whole Foods Market

2014/07 – 2018/05

### Financial Operations Analyst (2015/12 - 2018/05)

- Coordinated all aspects of the monthly cycle count activity and ensured compliance with internal Standard Operating Procedures. Ensured SOX compliance and on-time delivery of supporting documentation to external auditors.
- Created performance analysis reports on metrics such as shrink, inventory, and profit margins to identify operation risks and opportunities.
- Developed training and process improvement documentation for stores violating monthly financial close guidelines.

## Accomplishments

- Prevented **\$2M** in valuation errors through outlier detection and statistical analysis of month-over-month cycle counts.
- Saved **\$100K** in equipment costs by analyzing store metrics (size, staffing, active usage times) to identify and eliminate equipment redundancy, optimizing cycle count equipment allocation across **94** stores.
- Saved **8 hours** of manual checks by developing an automated outlier detection system using Excel to flag and investigate inventory discrepancies.
- Reduced financial close time from **5 to 3 days** through standardized procedures.

## Perishable Team Leader (2014/07 - 2015/12)

- Promoted from Associate Team Leader to lead and develop a team of 12, in perishable department operations including profitability, expense control, buying, merchandising, labor, and regulatory compliance.
- Managed department financials including sales, margins, and shrink.
- Supported store-wide inventory management and reporting processes.

## Accomplishments:

- Successfully mentored **2** team members promoted to Associate Perishable Team Leaders, demonstrating a strong commitment to team growth and succession planning.
- Increased quarterly sales by **15%** through data-driven sales strategies, focusing on top-selling products and creating a unique local product mix tailored to customer preferences.
- Reduced waste by **15% YoY** through enhanced order-to-shelf training and daily inventory tracking initiatives.
- Saved **4 hours** per quarterly inventory reporting cycle by streamlining processes, supporting store and team leaders with variance and gap analysis, and enabling faster report compilation with more effective performance explanations.

## EDUCATION

---

### Graduate Certificate in Business Analytics

2021 | George Washington University - Washington, DC

### Master's Degree in Applied Economics

2011 | Johns Hopkins University - Washington, DC

### Bachelor of Science in Economics

2005 | University of Abuja, Nigeria

## KEY SKILLS & TOOLS

---

**Technical:** SQL, Python, R, Hex, DBT, Looker, Streamlit, Snowflake, BigQuery, Amplitude, Git/GitHub, APIs, AWS, Microsoft Office (Excel, PowerPoint, Word), Google Workspace (Sheets, Slides, Docs).

**Functional:** Key performance indicators (KPIs), Objectives and key results (OKRs), Growth Metrics Forecasting and Reporting, Business Intelligence, Statistical Analysis, Variance Analysis, Customer Segmentation, Customer Journey Mapping, Cohort Analysis, CLV & CAC Analysis, Retention & Churn Analysis, Campaign Performance Analysis, Multi-Touch Attribution, Funnel Analysis & Optimization, Freemium Conversion, Lead Scoring, A/B Testing & Experimentation, Revenue Attribution, Growth Metrics & KPIs, E-commerce, Billing, FinTech.

## PORTFOLIO

---

- **Data Analysis & Write-Ups** - <https://medium.com/@clfo2014>
- **GitHub Profile** - <https://github.com/LucasO21>
- **Open Source Contribution** - <https://business-science.github.io/pytimetk/>