

# SAMUEL ONANA OKWO

(417) 833-7951 | o k w o samuel11@gmail.com  
www.samuelokwo.com | github.com/TheCulture0

## SUMMARY

Technical Data Analyst and Military Veteran with over 6 years of experience in high-stakes operational environments and corporate data analytics. I specialize in bridging the gap between complex datasets and executive decision-making, with deep expertise in Healthcare Analytics, Insurance, and Business Intelligence. I am proficient in SQL (T-SQL), Power BI, AWS Quicksight and Python, with a proven track record of optimizing database efficiency and automating reporting workflows to reduce manual overhead. I bring a unique military-honed perspective to data integrity and project management, ensuring that every insight is accurate, scalable, and directly aligned with organizational success.

## SKILLS & EXPERTISE

- Data Analysis
- Data Visualization
- Data Storytelling
- Business Intelligence
- Predictive Analytics
- Collaboration
- Project Management
- Statistics & Modeling
- Communication
- Database Management
- Root Cause Analysis
- Problem Solving

## EXPERIENCES

### SelectQuote Insurance : Overland Park, KS

June 2022 – Present

#### Data Analyst II, Sales Qualifications Team

- Optimized complex T-SQL queries and stored procedures to improve performance and reduce execution time, significantly enhancing overall database efficiency across high-volume transactional tables.
- Conceptualized and developed custom Power BI dashboards for server performance and operational reporting, facilitating faster decision-making and performance monitoring.
- Managed project timelines and provided regular status updates to leadership through detailed Power BI dashboards, improving project tracking and visibility, and increasing on-time delivery by 20%.
- Automated monthly agent performance reports using Power BI and DAX, reducing manual processing time by 40% and ensuring higher data accuracy.
- Conducted ad-hoc analyses using SQL/Python for data manipulation and Power BI for visual reporting, providing actionable insights that supported strategic decisions and resulted in a 15% increase in customer retention and 18% improvement in operational efficiency.
- Analyzed dial attempt profitability using SQL and Excel, identifying key performance gaps that led to a 5% reduction in labor costs through refined lead purchase strategies.
- Conducted regular training sessions for junior analysts and business users on self-service reporting tools, increasing organization-wide analytics adoption.
- Continuously enhanced technical skills in SQL, Python and Power BI by attending industry training and applying new techniques, reducing report preparation time by 40% and enabling faster data-driven decision-making.

#### Data and Reporting Analyst, SelectRx Pharmacy

- Spearheaded the development of a retention tracking report that identified key reasons for member churn, contributing to a ~15% reduction in churn rate through targeted interventions.
- Built an interactive dashboard using AWS Quicksight to track prescription processing labor costs and fulfillment turnaround times, providing real-time visibility for operational leaders.
- Partnered with finance and operations to perform cohort analysis on patient drug spend, identifying a 12% reduction in drug costs through optimized vendor and fulfillment strategies.
- Led the integration of new business intelligence tools into the existing pharmacy workflow, reducing time-to-insight for critical metrics by 20%.
- Collaborated with cross-functional teams, including knowledge architects, informaticians, technicians and pharmacists, to develop and implement data-driven solutions that improved the point-of-care experience for over 7,000 patients.
- Developed and optimized SQL queries and Power BI dashboards to support efficient data management, extraction, and analysis, reducing data processing time by 30% and enhancing reporting accuracy for key stakeholders.
- Delivered high-impact analytical presentations to senior management, automating operational reports that saved 10 hours of manual data entry per week.

### Missouri State University : Springfield, MO

August 2021 – May 2023

#### Graduate Research Assistant

- Conducted complex data analysis and research for university faculty, leveraging statistical models to identify trends in healthcare delivery and health administration datasets.
- Spearheaded technical training sessions for graduate students in Data Analytics, focusing on best practices for SQL query optimization and Power BI dashboard development.
- Managed and cleaned large academic datasets using Python (NumPy, Pandas), transforming raw research data into structured formats suitable for advanced statistical analysis.

- Partnered with diverse research teams to gather requirements and develop automated reporting templates, reducing manual data entry for longitudinal healthcare studies.

## **CoxHealth : Springfield, MO**

*August 2020 – May 2022*

### **Healthcare Data Analyst**

- Analyzed large-scale insurance claims data for over 10,000 patients, identifying billing inefficiencies and achieving a 30% reduction in administrative overhead.
- Partnered with health informatics teams to design and implement a patient flow tracking system, resulting in a 50% reduction in average emergency department waiting times.
- Designed and maintained Power BI dashboards to deliver actionable insights, enabling non-technical users to make data-driven decisions and improving patient satisfaction by 10%.
- Maintained and updated COVID-19 hospital utilization reports during peak pandemic periods, enabling executive leadership to optimize facility resources and staffing.
- Led initiatives to develop user-friendly data analysis tools and dashboards using SQL and Power BI, improving predictive accuracy for patient health trends by 40% and supporting more effective healthcare decision-making.

## **Clina Lancet Laboratories : Lagos, Nigeria**

*June 2018 – July 2020*

### **Product Analyst**

- Developed and optimized data and reporting infrastructure leveraging MS SQL and Excel, enabling real-time insights into key performance indicators (KPIs).
- Analyzed behavioral data from 25,000 monthly active users, spearheading targeted marketing initiatives that resulted in a 2x increase in application engagement and a 22% reduction in drop-off rates.
- Utilized financial and behavioral analysis to identify shifts in population distribution, leading to a 10% expansion of the customer base within one year.
- Collaborated with senior managers to design customized reporting workflows, fostering operational efficiency across departments.

## **PROJECTS**

### **Customer Churn & Retention Analytics Predictive Dashboard | Python, Power BI, DAX**

*Project*

- Preprocessed subscription and patient datasets utilizing Python (Pandas/NumPy) to isolate operational drivers of cohort attrition.
- Constructed dynamic DAX time-intelligence formulas to calculate rolling churn, retention rates, and Customer Lifetime Value (CLV).
- Built an interactive executive retention suite tracking behavioral patterns to establish a framework for decreasing customer churn by 15%.

### **Healthcare Quality & Hospital Readmissions Dashboard | SQL, Power BI, CMS Data**

*Project*

- Cleaned and structured large-scale CMS healthcare data utilizing complex SQL queries to calculate core clinical measure breakdowns.
- Designed a comprehensive Power BI dashboard featuring automated penalty zone heatmaps and service-to-outcome correlation models.
- Isolated critical performance bottlenecks showing 66.38% of evaluated hospitals in the penalty zone to minimize federal financial penalties.

### **Accidental Drug-Related Deaths Analysis Dashboard | ETL, Power BI, SQL**

*Project*

- Analyzed a decade of unstructured accidental overdose records to pinpoint demographic risks and high-fatality geographic clusters.
- Engineered an interactive business intelligence dashboard using advanced ETL processes to classify major toxicological and substance trends.
- Delivered actionable public health insights isolating Fentanyl as the primary catalyst (4,545 fatalities) to guide targeted community outreach.

## **EDUCATION**

### **Missouri State University**

Master of Science, Data Analytics / Health Administration

*August 2021 – May 2023*

### **University of Lagos (Nigeria)**

Bachelor of Science, Medical Technology / Analytics

*June 2014 – May 2018*

## **ANALYTICAL TOOLS & LANGUAGES**

**SQL:** MS SQL, MySQL | **Data Reporting:** Excel, Power BI, AWS Quicksight, Tableau, SSRS, Sigma

**ETL Tool:** Snowflake, AWS | **Python:** NumPy, Pandas

**Project Management:** JIRA, Trello, Confluence | **Dev Tools:** Bitbucket, SourceTree, GitHub