

MAUREEN DZIFA AWUMEE QUIST

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EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA **December 2024**

Master of Science in Business Analytics (STEM)

- Membership: Business Analytics Student Association (BASA)
- Honors and Awards: USC MSBA Fall 2023 Scholarship Award, USC Marshall MSBA Global Case Competition - Finalist (November 2023), Dean's List (May 2024)
- Experience: USC Black Graduate Business Leaders - VP of Community and Events, USC MBSA Student Ambassador, Instructional Assistant for SQL for Business Analysts

University of Ghana – Accra, Ghana **May 2016**

Bachelor of Arts in Economics and Statistics

BUSINESS ANALYTICS EXPERIENCE

Amazon Prime Video – Seattle, WA **June 2024 – August 2024**

Business Intelligence Engineer Intern

- Leveraged visual mockups and wireframes in PowerPoint to clarify customer experience requirements, resulting in a 10% increase in higher stakeholder feedback and engagement
- Automated efficient data pipelines leveraging SQL and ETL tools to extract, transform, and load large-scale datasets from multiple sources, optimizing query performance and ensuring data accuracy for responsive dashboard operations
- Designed and implemented comprehensive, interactive dashboards using Amazon QuickSight, providing visibility into key marketing metrics (impressions, reach, skip rates, conversion rates, and engagement hours) and enabling stakeholders to derive actionable insights 20% faster from complex dataset

World Food Programme – Kabul, Afghanistan **April 2021 – July 2023**

Programme Policy Officer (Data Engineer/Analyst)

- Implemented and standardized digitalized data capture tools by optimizing data collection processes, structuring data, leading to a reduction in noise and a 25% increase in efficiency
- Formulated metrics and KPIs aligned with set targets utilizing Tableau and Excel on assessment and monitoring data for reports, infographics, dashboards and presentations, and delivered insights on metrics for key stakeholders
- Created Python script for wrangling and formatting data into reporting platform decreasing manual data input by 80%
- Provided colleagues with troubleshooting support and training on tool such as Tableau and Xlsform, elevating productivity by 10% and strengthening capacity

Zuberi Technologies – Accra, Ghana **November 2020 – March 2021**

Data Analyst (February 2021 – March 2021)

- Built visualization dashboards for analysis of growth and product usage using Power BI, leading to +25% in client retention
- Proposed data-driven solutions for growth challenges, by pitching innovative ideas to and influencing cross-functional teams and collaborators, fostering strategic discussions on company expansion and new product features

Data Scientist Intern (November 2020 – January 2021)

- Developed dashboards in Tableau to monitor monthly retention and cohort retention to track user experience and follow up on ways to prevent a higher consumer churn rate
- Performed large-scale data analysis to extract and disseminated monthly investor update reports facilitating effective communication, and enabling impactful insights for decision-making to engage and inform stakeholders

SKILLS & INTERESTS

- Skills: Python, SQL, NoSQL, MS Excel, Tableau, PowerPoint, Xlsform (ODK), Power BI, Palantir, Amazon QuickSight, R
- Certifications: GIS Fundamentals (QGIS Training), Google Data Analytics, Tableau (Consumer, Author, Designer)
- Interests: Dancing, Listening to Music, Gaming, Road trips, Exploring New Technologies
- Awards: Tableau Public Ambassador 2023, Tableau Public Ambassador 2022, Tableau Conference Gallery Data Visualization Displayed 2022 & 2020, Tableau Featured Author 2021