

# THEODORA B. SARPONG

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## PROFILE

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Agile, inquisitive, results-oriented, and meticulously detailed Data Analyst, dedicated to developing a data-driven organizational culture, leveraging exceptional data analytics skills and application of techniques including statistical analysis and machine learning (ML). Apply integrated knowledge and skill in business intelligence, research, analytics, governance, compliance, and storytelling to deliver actionable insights for executive decision-making. Expertise extracting, cleaning, transforming, loading, visualizing, and querying data from multiple sources to design interactive dashboards and detailed analytical reports, frequently applying advanced techniques such as predictive modeling, cluster/segmentation analysis, association, and regression analysis. Skilled in Tableau, Alteryx, SQL, and advanced MS Excel. Thrive on collaboration and undeterred by hard work, aggressive deadlines, or performing troubleshooting to resolve issues.

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## ASSETS AT A GLANCE

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Data Cleaning, Exploration & Analysis | Business Analysis/Intelligence | SQL Query | Classification | Data Visualization  
Dashboard Development | Insights Reporting | Predictive Modelling | Regression Analysis | Critical Thinking  
Data Flow/Process Mapping | Project Coordination | Cross-Functional Team Collaboration | Bank Fraud Investigations  
Tableau, Alteryx | SQL | MS Word, Excel, PowerPoint, Outlook, Teams

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## EDUCATION AND PROFESSIONAL DEVELOPMENT

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**Certificate in Data Analytics for Business Decisions**, McGill University, Montreal QC | 2023

**Certificate in Business Analysis**, International Institute of Business Analysis, Topron Consulting, Mississauga ON

**Bachelor of Engineering degree, Manufacturing**, University of Ontario Institute of Technology, Oshawa ON

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## PROJECT EXPERIENCE

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### Fire Department Business Case

- Executed project to predict high risk fire areas within the City of Montreal.
- Enhanced data quality and prepared variables for analysis by conducting data preprocessing and feature engineering on multiple datasets such as fire department data to determine intersections where fires have occurred and the causes; reviewed and cleaned more than 2 million lines of data using Alteryx.
- Accessed City of Montreal website to extract data related to regional municipalities and their populations.
- Integrated multiple datasets without a common key by leveraging geospatial data, enabling comprehensive analysis and insights to determine patterns and identify correlation between populations (more residential or commercial) and the risk/likelihood of fire occurrence.
- Developed a predictive model aimed at identifying high-risk fire areas for the upcoming month; based on model, was able to pinpoint high risk fire areas – results indicated that areas with high rise apartments were most vulnerable due to the lack of municipal resources available to perform regular fire inspections.

### Bike Share Company's Data Exploration and Demand Forecasting Business Case

- Carried out project to enhance planning processes and strengthen demand prediction capabilities.
- Collaborated with team members, steering discussions to understand business case objectives and resolve problems, ensuring provision of fact-based analytical insights and value-added BI deliverables.
- Defined problem scope and objectives for bicycle demand prediction enhancement.
- Using Alteryx, demonstrated high level of proficiency in accessing large data sources, conducting data mining, extractions, and manipulations to clean data and reveal pertinent findings and overarching narratives.
- Analyzed and visualized demand patterns based on weekdays and weekends using Tableau.
- Identified influential variables like weather conditions and holidays for demand forecasting.
- Developed and validated a predictive model with an accuracy of ~70% using Alteryx.

**PROJECT EXPERIENCE | Cont'd****Restaurant Wine Selection Business Case**

- Leveraged SQL statements to extract data from APIs including wine lists, chemical composition, and how much profit each brand makes; reviewed and cleaned 400,000 lines of data.
- Led initiative to enhance data quality and integrity by conducting thorough review and validation of datasets used in BI deliverables, implementing quality control measures to ensure comprehensiveness, efficiency, and accuracy, while adhering to team's business/data governance requirements and best practices.
- Built a classification model to categorize wines by type, quality, and profitability and created predictive model for restaurant use to enable selection of profitable wines; data originated from a wine-making company and included list of all establishments to which they supply wine.

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**EMPLOYMENT HISTORY**

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**TRIBE CANADA, Toronto ON**

*Not-for-profit that provides career and professional development programming/support to underserved communities.*

**Manager, Inclusive Education (Part-Time) | Feb 2021 – Present**

- Develop financial literacy programs and training for members of equity-deserving communities, partnering with community groups to deliver workshops for clients; apply various techniques to help motivate, engage, and prompt participants to take positive financial action.
- Employ strong analytically-anchored problem-solving skills, applying robust critical reasoning capabilities to proactively identify risks and issues and recommend solutions for coaching clients

**CANADIAN IMPERIAL BANK OF COMMERCE (CIBC), Toronto ON****Client Loyalty Representative | Oct 2018 – Sep 2021**

- Demonstrated a client-centric approach, focused on cultivating lasting customer relationships by providing personalized financial guidance, addressing concerns, and ensuring exceptional service delivery throughout the banking journey.
- Increased team's client experience (NPS) score 25% by achieving the highest personal NPS through delivery of exceptional service to clients; 80% of calls were rated as "Promoter".
- Reviewed and resolved escalated issues and supported clients to use self-service options, leading to expedited issue resolution and increased client independence, reducing call volume and labour costs for CIBC.
- Collaborated with technical support, back-office and other cross-functional teams to investigate and resolve escalated issues, identifying and eliminating systemic problems, reducing churn, and driving long-term customer loyalty.
- Coached and trained both new and current employees to facilitate professional growth.

**Imperial Service Representative | Oct 2016 – Oct 2018**

- Analyzed individual client trends to provide personalized financial advice and services to high-net worth clients or those with complex banking needs.
- Leveraged robust understanding of CIBC's full range of financial products and services to share insights with high net worth clients and colleagues.
- Researched and compiled data from multiple sources, using resulting analysis to offer needs-based solutions to clients.
- Spearheaded bill payment investigations in line with Bank's compliance procedures, opening cases and escalating to fraud management team as needed.
- Managed credit product applications for customers, taking ownership of quality of data; conducted thorough quality control checks to ensure accuracy, efficiency, and compliance with business requirements.

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**PASSIONATE ABOUT ...**

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*I'm passionately committed to challenging and changing the culture surrounding women and money. By educating women on financial literacy and wealth creation, I aim to empower them to build a strong and sustainable financial legacy. My dedication extends to equipping children with the boldness and confidence they need to excel in life skills and mathematics, fostering a generation that is both financially savvy and assertive.*