

Wale Shekoni

Senior Marketing Data Analyst · Growth, Experimentation & Customer Analytics

London, UK · +44 7771 079678 · whaleshekoni@yahoo.com · waleshekoni.com · www.linkedin.com/in/wale-shekoni

PROFILE

Marketing and growth data analyst with 8+ years experience in banking and fintech, turning customer data into measurable growth: finding the behaviours that predict value, testing them, and measuring what changed. At Moniepoint, onboarding research shaped a rebuilt customer journey, after which **monthly active users grew 8–9% a month, up from 2–4%**; the 2025 volume forecast landed **within 1% of actual**. MSc Data Science (Distinction). Interactive case studies at waleshekoni.com.

EXPERIENCE

Senior Marketing Data Analyst, Growth & Analytics

Jul 2024 – Present

Moniepoint Technologies UK Ltd · London, UK

Fintech unicorn processing 50M+ transactions (about £600 million) a day for 20M+ personal banking customers and 5M+ POS terminals in Nigeria. Reporting to the Head of Growth and the CMO.

- **Growth levers:** with monthly actives 14% behind plan after Q1, broke the target into sign-ups, conversion and early retention and sized each lever, showing that conversion and early activation were the cheapest to move.
- **Onboarding:** identified first-30-day use of everyday payments (airtime, data, bills) as the strongest predictor of retention and revenue, through a cohort study across 13 monthly cohorts. The company rebuilt onboarding around it (live August 2026): **MAU growth rose from 2–4% to 8–9% a month**, sign-up-to-account conversion **+3–4pp** and new-user VAS adoption **+8–9pp**.
- **Forecasting:** for the CMO, built the 2025 transaction-volume forecast in Prophet from daily card and POS data since 2022; it was taken to the CEO and adopted as the plan baseline, and landed **within 1% of the full-year actual**.
- **Campaign measurement:** for the CMO, measured rewards and TV campaigns with CausalImpact: **daily actives +17–19%**, **volume +16–22%**, but no change in frequency, so the next campaign was redesigned around frequency. Reconciled Singular attribution against the warehouse.
- **Customer health:** piloted an early-warning score in one region for the SVP of Distributed Network Sales, flagging top business customers falling from their own recent peak for weekly relationship-manager review; delivered customer-360 rankings of the top 10,000 businesses per region.
- **Churn or seasonality:** when transaction volume fell behind forecast for five straight weeks, the CMO asked for the cause and a remedy. Tested every lever behind the total (forecast by transaction type, retention, churn, frequency, regions against two prior years), ruled out churn and set a dated test for a seasonal rebound. Volume recovered as predicted, so a planned **re-engagement campaign was not needed**.
- **Diagnostics:** for the CEO, showed NPS is a weak churn signal once survey selection is accounted for; for the SVP of Distributed Network Sales, modelled terminal payback after the naira devaluation and mapped terminal density by local government area, flagging 20 states where terminals were serviced from another state; quantified the effect of KYC enforcement on top customers.

Data Consultant (part-time, alongside Moniepoint)

Jan 2024 – Present

Conductor International · Lagos, Nigeria

Commuter carpooling platform. After the September 2026 relaunch, in six weeks: 670+ drivers signed up (79 fully verified), 370+ riders onboarded, 64 routes priced and published.

- Defined 49 KPIs across acquisition, supply, demand, retention and finance, and launched a 25-page analytics site with cohort funnels and weekly retention grids.
- Co-designed the data model with the data engineering team (231 tables across financial and operational PostgreSQL databases) and specified the daily reconciliation checks for its double-entry ledger.
- Designed an A/B/n experimentation framework for onboarding nudges, with sticky assignment, a holdout group and power-based sample sizing.
- For the co-founders, created the Trip Fare Pricing Model from research into fares, journey times and running costs, calibrated by a rule I proposed (four passengers $\approx 1.1 \times$ one ride-hailing fare); it prices every published route.

Freelance Data Consultant

Jul 2025 – Aug 2025

IFS Insights · Market research consultancy

Data lead on a two-month client market study; reported to the IFS line manager and presented findings to the client's management team.

- Turned an open research brief into a dashboard specification (metrics, filters, drill-downs) and delivered the dashboard in Looker Studio.
- Sized the market from transaction and survey data, correcting for multi-platform users; built behavioural segments and a two-year forecast with weekly and yearly seasonality.

Research Assistant

Mar 2023 – Aug 2023

University of Sussex · Brighton, UK

- Modelled blackout probabilities for electricity networks under climate-change scenarios in MATLAB, combining meteorological data with network models.

Data Scientist

Jan 2022 – Jul 2022

NPF Microfinance Bank Plc · Lagos, Nigeria

- Built customer-targeting models that contributed to a **4pp increase in customer retention**; segmented customers with K-means on geocoded transactions for marketing; developed supervised and unsupervised fraud-detection models.

Data Scientist & Development Team Lead

Jan 2021 – Dec 2021

Veegil Media Ltd · Lagos, Nigeria

- Led the development team through the beta website redesign for mobile and tablet, and engineered live streaming data pipelines with Apache Spark and Kafka.

Data Analyst & Systems Support Officer

Jan 2017 – Aug 2020

NPF Microfinance Bank Plc · Kano and Lagos, Nigeria

- Supported and trained almost 1,000 staff on core banking; core member of the 2018 core-banking migration, resolving post-migration issues, and handled the 2020 IT audit; produced executive reporting on trends and forecasts.

SKILLS

Analytics	Cohort, retention and LTV analysis · funnel and activation analysis · campaign incrementality · attribution QA · segmentation and personas · NPS and survey analysis · CAC and unit economics
Experimentation & modelling	Experiment design (A/B/n, multi-arm, power) · causal inference (CausalImpact, counterfactuals) · forecasting (Prophet, regression) · risk and anomaly scoring · clustering · geospatial analysis
Data & engineering	SQL (ClickHouse, PostgreSQL, SQL Server; window functions, CTEs) · Python (pandas, scikit-learn, statsmodels, Prophet) · Airflow · Spark · Kafka · Google Cloud (GCP) · AWS · Git · MATLAB
BI & product analytics	Power BI · Looker Studio · Tableau · Mixpanel · Singular · Redash · Excel · Google Sheets
Projects	UK commuting patterns (Power BI): a public, interactive report on Census 2021 travel-to-work data across 331 local authorities in England and Wales (live on waleshekoni.com)
Domain	Digital banking · payments and POS · agent networks · SME banking · microfinance · carpooling and mobility

EDUCATION

MSc Data Science (Distinction) , University of Sussex (AI and Data Science Postgraduate Conversion Scholarship)	2023
MEng Control & Electronics Engineering , Nigerian Turkish Nile University, Abuja	2021
BEng Electrical & Electronics Engineering , Nigerian Turkish Nile University, Abuja	2014

References available on request.