

DAVID OKAFOR

Lead data analyst with 12 years building analytics functions inside ecommerce and B2B SaaS. Have hired and managed teams of 4-9 analysts, set up the modeling layer, and partnered with C-suite on quarterly planning. Equally comfortable writing SQL and writing a board memo.

EDUCATION



B.S. Industrial Engineering

University of Washington, 2013

SKILLS



- Analytics team leadership
- SQL, Python, dbt
- Looker, Tableau
- Experimentation strategy
- Forecasting and LTV modeling
- Executive communication

EXPERIENCE



Lead Data Analyst | Vellgate Commerce Cloud | Portland, OR | 2021-Present,

- Manage a team of 6 analysts covering growth, finance, and product; own hiring, performance reviews, and team roadmap.
- Rebuilt the metrics layer in dbt from scratch with the data engineering lead, retiring 140+ duplicate Looker fields and consolidating to a single source for ARR.
- Run the company's quarterly business review with the CFO and CEO; own the narrative and the underlying numbers.
- Cut work that no longer helped: shut down 9 legacy dashboards after usage audits showed under 3 unique viewers per month.
- Set the experimentation standard now used across product and marketing, including a written guide on minimum detectable effect.

Senior Data Analyst | Larksong Apparel Co. | Portland, OR | 2018-2021,

- Owned analytics for the DTC channel, partnering with the GM on weekly pricing and promo decisions.
- Built the customer LTV model that shaped a \$3.7M shift in paid acquisition spend toward higher-retention segments.
- Hired and onboarded the first two analysts on the team; wrote the SQL style guide still in use.
- Presented monthly to the executive team on cohort health and channel mix.

Data Analyst | Trailpoint Outdoor Gear | Boise, ID | 2015-2018,

- Supported merchandising and supply chain with weekly sell-through reporting.
- Built a markdown optimization model in Python that the buying team piloted across 4 categories.
- Ran the analytics intake process and triaged 25-30 requests per week.
- Trained 12 store managers on the new Tableau Server rollout.

Analyst | Centerline Consulting | Seattle, WA | 2013-2015,

- Built financial and operational models for mid-market retail clients.
- Wrote SQL against client warehouses to answer due diligence questions on short turnaround.
- Co-authored a published benchmarking study on retail labor productivity.