

AMAH A. Daniel

Data Analyst

Experienced Data Analyst with a demonstrated history of working in the field of Behavior Analysis and Lifecycle Management for financial service providers. Skilled in R, Python, SQL, Apps Script and Azure/GCP Cloud Technologies. I have a strong background as a research professional in the field of Applied Statistics and Machine Learning Engineering.

Experience

12/2023 - Customer Behavior Analyst

Present Wema Bank PLC

- * Data Analytics: Treated data requests to check conversions, create dashboards, research and review peculiar customer behavior patterns, and provide comprehensive documentation on these insights.
- * Data Visualization: Leveraged Power BI to develop executive-level dashboards that visualized key metrics and facilitated data-driven decision-making for the organization.
- * Exploratory Data Analysis: Utilized SQL (SSMS), R, and RMarkdown to perform in-depth exploratory analysis on large datasets, uncovering valuable insights to support business strategies.
- * Process Improvement: Streamlined data collection and preparation procedures, reducing data cleaning time by 50% and enabling more efficient data-driven decision-making.
- * Scalable Data Systems: Ensured the scalability and efficiency of data systems, enabling real-time analytics on large volumes of data. Implemented robust performance tracking mechanisms to monitor the effectiveness of intervention schemes, facilitating continuous improvement.

11/2021 - Customer Behavior Analyst

12/2023 Polaris Bank LTD

- * Enhanced Customer Retention: Worked with a team of customer segmentation managers to analyze customer behavior using advanced statistical and machine learning techniques, resulting in a significant 20% increase in customer retention.
- * Predictive Modeling Success: Developed and deployed predictive models for customer churn, driving a substantial 30% increase in conversion rates.
- * Data Engineering Efficiency: Played a key role in streamlining data collection and preparation procedures, reducing data cleaning time by a remarkable 50%.
- * Automated Data Pipeline: Automated the collection, cleaning, and analysis of large datasets from diverse sources, serving thousands of customers daily through the effective use of SSIS, R, and Python.
- * Model Optimization: Optimized machine learning models using grid search techniques, leading to a 15% improvement in overall model performance.
- * Scalable Data Systems: Ensured the scalability and efficiency of data systems, enabling real-time analytics on large volumes of data. Implemented robust performance tracking mechanisms to monitor the effectiveness of intervention schemes, facilitating data-driven decision-making and continuous improvement. This led to a 15% improvement in overall digital commercial performance.

12/2020 - Data Analyst

11/2021 SurveyPlus LTD

- * The automation of data collection and analysis processes, along with the deployment of efficient machine learning models, led to a significant reduction in the operational costs of the business. Specifically, we were able to cut down on manual labor costs and reduce the time spent on data preparation by 50%.
- * Played a key role in developing a fraud detection system using advanced machine learning techniques. This system was able to identify and prevent fraudulent activities, saving the company millions in potential losses.
- * The fraud detection system not only prevented financial losses but also helped in improving the company's reputation and customer trust. This indirectly contributed to an increase in customer retention and a decrease in customer acquisition costs.

01/2020 - Info. Technology / Teaching and Advice

12/2020 Salem Secondary School

- * Designed and delivered engaging lessons on programming, web development, data analysis, and machine learning.
- * Mentored students on their projects and helped them develop their skills and interests in Information Technology.
- * Incorporated real-world examples and applications of AI into the curriculum and to inspire students to pursue further education or careers in this domain.

04/2019 - Machine Learning Intern

12/2019 Coven Labs

- * Curated and Outlined ML content and Review Sessions for monthly Data Analysis Bootcamps.
- * Monitored conversion metrics with Google Analytics and Google My Business.
- * Performed other duties and followed through on work commitments.

06/2017 - Research Assistant

10/2018 Dept. Demography and Social Statistics,

- * Built and maintained a data pipeline, using software packages: SPSS & STATA, from ODK to MS Excel to create exploratory analysis on target features that influenced Retirement Lifestyle among the aged in South-western Nigeria.
- * Produced and submitted a comprehensive report on Family Planning among fecund female adults in Ilesha-west LGA, Osun State.
- * Performed other duties and followed through on work commitments.

Education

04/2014 - Obafemi Awolowo University, Ile-Ife, Osun State

- * Pursued BSc in Applied Statistics, achieved 4.39/5.0 CGPA in Demography & Social Statistics.
- * Presented Paper on Evaluative Statistical methods in Age Misreporting/Heaping.

Personal Info

PORTFOLIO

Phone

(+234) 818 5037 181

Email

danielamahatoday@gmail.com

LinkedIn

[linkedin.com/in/daniel-amah-2559a4159/](https://www.linkedin.com/in/daniel-amah-2559a4159/)

Skills & Projects

BLOG

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|-----------------|---|---------------------------------|--|---|
| RECOMMENDATIONS | GoogleAddOn Dashboards GCP and Google Apps Script | Tableau Public - MEDX, OLAP | RMarkdown Exploratory Data Analysis Model Selection Regression Analysis Automated Publishing | Kaggle Notebooks Clustering algorithms Decision trees Ensemble methods Component Analysis Logistic Regression Communication Critical thinking Problem Solving Project Management |
| | End To End Medical Charges Streamlit & Google Sheets | LLMs - ChatGPT Microservices | Automated EDA ML Blog | |

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|------------------|-----------------------------|--------------------------------|---|
| DATA ENGINEERING | Designing a Bank's Database | | |
| | Drowsiness Detection | Pose Estimation (MediaPipe) | Object Count, Detection and Segmentation |
| COMPUTER VISION | Facemesh Mask | Brain Tumor Detection | |

Software & Programming Languages

- * Programming Languages: *Python, R, SQL, Google Apps Script, RMD*
- * Machine Learning Libraries: *TensorFlow, PyTorch, Scikit-learn, tidymodels, Vetiver*
- * Data Visualization Tools: *Power BI, Tableau, GGPlot/RMarkdown, Seaborn*
- * Big Data Tools: *Hadoop, Spark*
- * Orchestration: *Apache Airflow, Prefect, Airflow, Mage, dbt*
- * Cloud Platforms: *AWS, Google Cloud*
- * Web/Dev: *Django | Flask | Streamlit*

Professional Certificates

- 2024 DataTalks Zoomcamp *MLOps*
- 2024 Microsoft *AI Engineer (Associate)*
- 2024 Data Scientist *DataCamp*
- 2023 Google Data Analytics *Google*
- 2022 Data Analytics in Banking *Chartered Institute of Bankers, Nigeria*
- 2021 Data Warehousing *Udemy*
- 2021 Azure Fundamentals *Microsoft Corp.*
- 2021 Graduate Trainee *Polaris Bank LTD*
- 2020 Data Analytics & Consulting Internship *Forage, KPMG*

Papers & Presentation

- 2024 "Towards Fairness and Efficiency: A Low-Weight Computer-Aided Model for Melanoma Detection with Racial Bias Handling." (Review)
- 2018 "Evaluation of Household Age Data in the Nigerian Demographic and Health Survey, 2013."
- 2017 "Mass Media: Assessing Fertility Rates with Family Planning, A case study of Ilesha, Osun State"