AMAH A. Daniel
Data Analyst

Data Analyst with 4+ years of expertise in behavior analytics and lifecycle management within the financial services sector. Demonstrated track record of driving business growth through data-driven insights, predictive modeling, and end-to-end ML solutions. Active contributor to the data science community through published research, technical blogs, and open-source ML applications. Advanced proficiency in Python, R, SQL, and cloud technologies (Azure/GCP), complemented by hands-on experience in deploying production-ready ML systems.

Experience

12/2023 - Present **Customer Behavior Analyst**
Wema Bank PLC

* Led market research initiatives and campaign analytics, delivering actionable insights that improved targeting accuracy by 25% through demographic analysis and behavioral segmentation.
* Developed and maintained executive dashboards using Power BI, facilitating data-driven decision making across marketing, sales, and product teams while ensuring GDPR and NDPR compliance in data handling.
* Spearheaded cross-functional collaboration with marketing and product teams to optimize campaign performance, resulting in a 15% increase in customer engagement metrics.
* Designed and implemented automated monitoring systems for campaign outcomes, reducing reporting time by 40% while enhancing the accuracy of performance measurements.
* Collaborated with the data engineering team to optimize ETL pipelines in Azure Data Factory and Synapse Analytics, contributing to system reliability improvements and enhanced data processing efficiency for real-time analytics across multiple business units.

11/2021 - 12/2023 **Customer Behavior Analyst**
Polaris Bank LTD

* Drove customer experience improvements by analyzing user journey metrics and behavioral patterns, resulting in a 20% increase in retention rates through data-backed UX recommendations.
* Developed and deployed customer segmentation models that increased conversion rates by 30%, leveraging Python and R to identify high-value engagement opportunities.
* Led cross-functional initiatives between engineering and commercial teams to implement data-driven UX improvements, reducing customer drop-off rates by 25% across digital channels.
* Established automated reporting pipelines using SQL and Python, reducing manual analysis time by 50% while improving the accuracy of daily customer interaction insights.
* Optimized customer journey analytics using A/B testing and cohort analysis, contributing to a 15% improvement in overall digital engagement metrics
* Designed and maintained real-time monitoring dashboards that tracked key performance indicators across user journeys, enabling proactive intervention strategies and supporting a 15% increase in digital commercial performance

12/2020 - 11/2021 **Data Analyst**
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 - 12/2020 **Info. Technology / Teaching and Advice**
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 - 12/2019 **Machine Learning Intern**
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 - 10/2018 **Research Assistant**
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 Ilesa-west LGA, Osun State.
* Performed other duties and followed through on work commitments.

Education

04/2014 - 04/2018 **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

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Skills & Projects   BLOG

RECOMMENDERS	GoogleAddOn GCP and Google Apps Script	Dashboards Tableau Public - MDX, OLAP Microservices	R Markdown 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 / LLMs - Cohere Idea Generator	Automated EDA / ML Blog	

DATA ENGINEERING	Designing a Bank's Database

COMPUTER VISION	Drowsiness Detection	Pose Estimation (MediaPipe)	Object Count, Detection and Segmentation
	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 Certficates

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	George, O., Amah, D., & Emmanuel, J. (2024). Towards fairness and efficiency: A low-weight computer-aided model for melanoma detection with racial bias handling. In ICRS-STI 2024: Book of Abstracts (pp. [33]). Covenant University.
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"