Temitope Akinpelu

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SUMMARY

A Data Scientist with hands-on experience in Machine learning, Time Series analysis, Bayesian modeling and A/B experimentation to optimize conversion rates and drive process automation. Proven ability to collaborate with cross-functional teams to integrate analytics into strategic user acquisition and partnership growth. Skilled in Python, SQL, and dashboard development, consistently leveraging data-driven insights to enhance business performance.

EDUCATION

Federal University of Agriculture, Abeokuta, Nigeria   **Mar 2019 - Dec 2023**
B.Sc., Statistics   *Abeokuta, Nigeria*

PROFESSIONAL EXPERIENCE

GROWTHAPP   **Jan 2025 - Jun 2025**
Product Data Scientist   *Remote*
- Utilized Bayesian modeling to optimize product conversion rates and support data-driven decision-making, aligning with experimental design best practices.
- Employed Thompson Sampling and the Multi-Armed Bandit algorithm to dynamically allocate user traffic and identify high-performing product variations, contributing to user acquisition strategies.
- Documented Bayesian modeling techniques using LaTex, enhancing team understanding and facilitating clear communication of complex analytical strategies.
- Automated the salary computation process using advanced Excel formulas, enhancing operational efficiency and streamlining manual processes.
- Earned leadership commendation for improving efficiency and accuracy in payroll operations through effective process optimization.

RENUZI VENTURES   **May 2024 - Dec 2024**
Data Analyst   *Lagos, Ikeja*
- Transformed raw data into actionable insights using Python and R, supporting strategic decision-making and data science initiatives.
- Developed interactive dashboards with Power BI and complex DAX queries to highlight trends, patterns, and anomalies, facilitating cross-department collaboration.
- Applied statistical models and forecasting techniques to predict future sales, thereby optimizing inventory levels and contributing to scalable business strategies.

IGANDO/IKOTUN LCDA   **May 2022 - Oct 2022**
Data Collation Officer   *Lagos, Nigeria*
- Processed vouchers for requisitions using VS Code and Python while analyzing datasets from the National Population Commission to support operational reporting.
- Compiled monthly and quarterly reports for the Economic, Planning, Research, and Statistics department, enhancing decision-making and process efficiency.

PROJECTS

Bayesian A/B testing for website conversion rate optimization   **View**
- This project gives a Bayesian framework of testing between two groups, which one converts better.
- It gave a high level of understanding of how well the experimental group (ad) is better than the control group (psa).

Data Driven insights into graduate school admission: A Regression based predictive model   **View**
- A multiple regression analysis was carried out in this project to create a predictive model and forecast the chance of students gaining admission into graduate school using various predictors such as TOEFL scores, CGPA etc.
- The Root Mean Square Error was used to evaluate the model's performance.

Fifa 21 dataset cleaning with Microsoft excel   **View**
- This project focuses on data cleansing with Microsoft Excel.
- The power query editor was used to transformed the Fifa 21 dataset in which I standardised the data, removed duplicates, removed errors, cleaned the columns with special characters to be ready for analysis and visualisation.

TECHNICAL SKILLS

- **Languages**: Python, SQL, R, Relational Databases, JavaScript
- **Frameworks**: Django, Flask, Pandas, Numpy, Scikit learn, matplotlib, Beautiful soup, Artificial Intelligence
- **Tools**: Microsoft Excel, Grafana, Power Bi, Tableau, LaTex
- **IDES**: Jupyter notebook, VS Code
- **Soft Skills**: Presentation skills, Communication skills, Team leadership, Attention to detail, Strategic thinking, Collaboration, Time

management, Research skills, Adaptability

CERTIFICATIONS

- **Applied Data Science Lab**: Worldquant University
- **BCG - Data Science Job Simulation**
- **Google Data Analytics – Prepare Data for Exploration**
- **Google Data Analytics - Ask Questions to make Data Driven Decisions**
- **Google Data Analytics – Foundations: Data, Data Everywhere**