

# AMIRLAHI ADEMOLA FAJINGBESI

## DATA SCIENTIST

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### PROFESSIONAL SUMMARY

Experienced Data Scientist with 6 years of success in developing and implementing machine learning models, including pricing optimization and end-to-end management of data science products. Proven track record in leveraging advanced statistical techniques and driving data-driven decision-making to reduce costs and improve efficiencies.

### EXPERIENCE

#### PlayMode Music — Data Scientist

Aug 2020 - Present

- Led the development of machine learning models for demand forecasting and pricing optimization, resulting in a 20% improvement in streaming forecasts and a 15% improvement in revenue growth.
- Collaborated with cross-functional teams using JIRA and version control to enhance data processing pipelines, reducing processing time by 40%.
- Executed detailed data analysis through regression techniques, identifying correlations between user demographics and purchasing behavior; findings were instrumental in reshaping product offerings to attract 40% more targeted customers.
- Created predictive models to optimise resource allocation, resulting in a 15% increase in revenue.
- Applied supervised and unsupervised learning algorithms to perform customer segmentation, resulting in a targeted marketing approach and a 20% increase in customer retention.

#### PlayMode Music — Junior Data Scientist

Oct 2019 - Aug 2020

- Developed and implemented machine learning algorithms for customer churn prediction, resulting in a 25% decrease in churn rate.
- Conducted comprehensive exploratory data analysis and feature engineering, improving model accuracy by 15%.
- Collaborated with software engineers to deploy machine learning models into production systems, enhancing system efficiency by 20%.
- Supported A/B testing initiatives and performed statistical analysis on

### SKILLS

**Data Analysis:** Accurate and complex analysis, statistical interrogation, and hypothesis testing.

**Programming:** Proficient in Python, working knowledge of SQL

**Machine Learning:** Applying machine learning techniques, Deep learning models, Price optimization models, developing data solutions, and predictive modelling. Familiar with scikit-learn, XGBoost, ARIMA.

**Data Wrangling:** Experience in data wrangling, data preprocessing, and feature engineering.

**Visualisation:** Strong visual communication and data visualisation skills.

**Tools:** Jupyter Notebook, Apache Spark, Scikit-learn, Matplotlib, Seaborn, SQL, Pandas, and NumPy.

**Statistical Models:** Reinforcement Learning, Demand Forecasting, Generalised Linear Models, Recommendation Models, Content-Based Filtering, Clustering, Principal Components Analysis.

**Presentation and Storytelling:** Ability to explain technical concepts to both technical and non-technical stakeholders.

**Collaboration:** Experience collaborating on projects within a team.

marketing campaigns, driving a 20% increase in conversion rates.

- Created visually appealing data visualisations and reports, facilitating data-driven decision-making by stakeholders.

## **Hype Multi-Media — Data Analyst**

Nov 2016 - Oct 2019

- Analysed customer data and identified patterns, driving a 10% improvement in customer engagement and a 5% increase in sales.
- Engaged with diverse teams to build interactive visualisations and dashboards using Python and SQL, empowering data-driven decision-making across the organisation.
- Conducted A/B testing experiments and performed statistical analysis, resulting in a 10% uplift in conversion rates for marketing campaigns.
- Contributed to the development of predictive models for customer churn forecasting, leading to a 15% reduction in customer attrition rates.
- Ensured data governance and compliance with privacy regulations through data governance initiatives, maintaining data integrity and privacy standards.

## **EDUCATION**

### **Bournemouth University, Bournemouth, UK — MSc**

Sep 2022 - Sep 2023

MSc Data Science & Artificial Intelligence.

### **Olabisi Onabanjo University, Ogun State, Nigeria — BSc**

Sep 2006 - Aug 2012

BSc Statistics.