OMOYENI OGUNDIPE

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OBJECTIVE

Highly skilled and results-driven data scientist with 3+ years of experience and a proven track record of leveraging data-driven insights to drive business growth. Seeking a challenging data science role where I can apply my expertise in data analysis, machine learning, and predictive modeling to contribute to organizational success.

EDUCATION

Master of Science: Computer Science & Quantitative Methods | Mathematical Finance   CGPA: 4.0/4.0
Austin Peay State University
Bachelor of Science: Accounting   CGPA: 3.56/4.0
Ajayi Crowther University

SKILLS

Programming Languages: Python, SQL, R, JavaScript, HTML, CSS. Familiarity with Java
Data Analysis: Excel, NumPy, Pandas, Power BI, Matplotlib, Tableau, Scikit learn, TensorFlow, Pytorch, PySpark
Core Skills: Data Analysis, Machine Learning, Predictive Modelling, Data Visualization, Statistical Analysis, Big Data Technologies, Experimental design, NLP

EXPERIENCE

Carrier   Georgia, USA
Data Scientist   May 2022- August 2022

- Developed machine learning and neural network models for internal auditors to detect anomalous, non-compliant transactions, resulting in a 20% improvement in fraud detection accuracy.
- Built machine learning models for pricing optimization using R and Python libraries, including Pandas, NumPy, Scikit-learn, and TensorFlow, resulting in a 15% increase in revenue.
- Segmented customers using unsupervised machine learning algorithms such as k-means clustering and hierarchical agglomerative clustering, leading to personalized pricing strategies and a 15% improvement in revenue.
- Built regression models for price predictions, achieving a mean absolute error reduction of 10% compared to the previous models.
- Developed an automated price simulation dashboard with Power BI, enabling real-time pricing analysis and strategic decision-making.
- Performed ETL on data from OLTP systems, ensuring data consistency and accuracy for further analysis.

Camp House   Remote
Data Scientist   January 2021- July 2021

- Built a collaborative-filtering recommendation engine in Python, resulting in a 30% increase in user engagement and satisfaction.
- Conducted in-depth data analysis to identify actionable insights and trends, leading to a 20% increase in customer retention.
- Developed an ETL process using Python and SQLite to set up a data mart for storing user traffic data, improving data accessibility and analysis efficiency.
- Conducted trend analysis on competitors to identify business opportunities and optimize marketing strategies, resulting in a 25% increase in market share.
- Designed relational database schemas and created business intelligence dashboards using Power BI and Excel, providing actionable insights for decision-making.
- Built automated dashboards using Power BI for monitoring and executing consumer insights-driven media campaigns, resulting in a 20% increase in campaign effectiveness.

Orion Contractors and General Services Ltd   Abuja, Nigeria
Business Intelligence Engineer   November 2020 - January 2021

- Led a team in developing a recommendation system, increasing customer engagement by 25% and revenue by 15%.
- Collaborated with cross-functional teams to design and implement A/B tests, driving a 10% improvement in user engagement.
- Conducted in-depth data analysis to identify actionable insights and trends, leading to a 20% increase in customer retention.
- Developed and deployed machine learning models for demand forecasting, resulting in a 15% reduction in inventory costs.
- Created interactive dashboards and reports to track key performance indicators, facilitating data-driven decision-making.

The Sixth Avis   Ondo, Nigeria
Data Analyst   October 2019- November 2020

- Developed and deployed machine learning models for predicting customer behavior, resulting in a 20% improvement in marketing campaign effectiveness.
- Utilized linear regression models to forecast revenue through marketing campaigns in R, improving campaign ROI by 15%
- Conducted in-depth data analysis to identify actionable insights and trends, leading to a 20% increase in customer retention.
- Collaborated with stakeholders to define key performance indicators (KPIs) and built interactive dashboards to monitor business performance.
- Developed Power BI apps for customer pulse analytics, showcasing sentiment analytics, chatbot analytics, and review analytics, enabling data-driven decision-making and customer-centric strategies.
- Developed and deployed a dashboard to monitor coastal hazards in West Africa using Python, SQL, and Power BI, facilitating proactive mitigation strategies.
- Conducted thorough data analysis to identify trends and patterns in environmental data and noted deviations and anomalies.

PROJECTS

- Built a natural language processing pipeline for disaster response to classify real-time messages, achieving an F1 score of 0.85.
- Developed a web data application for visualization using HTML, JavaScript, CSS, Flask, and Plotly, resulting in an intuitive and interactive user interface.
- Built a price prediction model for Airbnb in Seattle, achieving an accuracy of 80% in predicting rental prices.
- Utilized A/B testing to create a promotion optimization strategy for Starbucks, leading to a 10% increase in conversion rates.
- Used Apache Spark to predict customer churn, achieving an accuracy of 85% and enabling proactive customer retention strategies.
- Utilized Elastic Net and LASSO regression to forecast crude oil, resulting in a mean absolute error reduction of 12% compared to previous models.
- Used logistic regression to predict the probability of credit default on bank credit customers, achieving an accuracy of 75% and aiding in risk assessment.
- Developed a predictive model to identify fraudulent transactions for an insurance company, reducing false positives by 30%
- Carried out portfolio optimization using a risk parity strategy, achieving a 20% reduction in portfolio risk while maintaining desired returns.
- Created a model to measure information embedded in financial time series by quantifying short-term market heterogeneity using entropy functional, providing insights into market dynamics and heterogeneity.

CERTIFICATIONS

- Data Scientist Nanodegree | Udacity
- Python for Data Science, AI & Development | IBM
- Data Science Methodology | IBM
- SQL for Data Science | University of California, Davis
- Introduction to Structured Query Language | University of Michigan
- Certified Scrum Master (CSM) | Scrum Alliance
- Certified Scrum Product Owner (CSPO) | Scrum Alliance
- AWS Machine Learning Foundations | AWS
- Risk Analysis Graduate Certificate | Austin Peay State University

LANGUAGES & INTERESTS

Languages: English, Yoruba, Pidgin   **|**   **Interests**: Trading, Gaming, Photography, Traveling, Documentaries, Stock Market, Research