Innocent Ezama

Data Analyst

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SKILLS

- **Languages:** Python, SQL
- **Tools:** MS Excel, Power BI, MySQL, Jupyter Notebook, Google Colab, Streamlit
- **Machine Learning:** Predictive analytics, Forecasting, AI/ML techniques
- **Data Visualization:** Power BI
- **Prompt Engineering:** Effective prompts that yield real results
- **AI & Data Science:** Data cleaning, Feature engineering, Model development (supervised/unsupervised learning)
- **Project Management:** Leading projects from data cleaning to reporting
- **Technical Writing:** ezama.hashnode.dev
- **Research:** Market Research & Social Media Campaign Support

PROJECTS

datascienceportfol.io/ie

- **Startup Scoring Tool**

A lightweight Streamlit web app that evaluates and scores startups based on public data using the Hunter.io API.

- **E-commerce Customer Segmentation and Sales Performance Analysis**

Investigated customer segmentation, marketing channel performance, refund rates, and revenue trends using SQL. Identified key metrics like a 45% higher AOV for loyal customers and a 15% lower refund rate for specific product categories.

- **NY Citi Bike Data Analysis**

Analysed customer behaviour and usage patterns for NY Citi Bike operations, optimizing marketing strategies by segmenting users based on ride preferences and geography.

EXPERIENCE

Data/Business Intelligence Analyst at Task Managers Ltd

November 2024 to present

- Develop interactive dashboards and reports using Power BI and Excel to provide data-driven insights for strategic decision-making.
- Lead the social media strategy (LinkedIn & Twitter) for Task Managers and The Corporate Trainer (a subsidiary of Task Managers), increasing engagement and brand visibility.
- Develop AI solutions to internal tasks e.g. video editing, technical writing, etc.

Data Analytics/Science Intern at Ajé

April – July 2024

- Conducted market analysis and data cleaning using Python and SQL to optimize business strategies.
- Automated data transformations into JSON for email campaigns, improving efficiency by 60%.
- Developed data pipelines and visualized key metrics like user growth and social media reach.

EDUCATION

- **Data Science, *ALX Africa* |** May 2023 – August 2024