

# BANUSO HAMZAH ADEMOLA

## Data scientist

### CONTACT

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<https://github.com/dashboard>

### EDUCATION

#### Altschool Africa

Diploma certificate in Data science  
2023 - 2024

#### Edureka

Internship certificate  
2022 - 2024

### SKILLS

- Python, R, SQL
- Data Visualization (Power BI, Tableau)
- Machine Learning (scikit-learn, TensorFlow)

### LANGUAGE

English  
Yoruba  
French

### ABOUT ME

Versatile and results-driven Data Scientist with expertise in statistical modeling, data visualization, and machine learning techniques. Skilled in using data to drive strategic decision-making and deliver business value. Adept at collaborating with cross-functional teams to implement data-driven solutions for complex business problems. Proficient in Python, SQL, and data analysis tools, with experience building predictive models and optimizing processes.

### EXPERIENCE

Sales/Marketing Analyst 2023 - 2024

#### LANDGATE LTD.

- Analyzed customer data and market trends to help inform sales strategies.
- Built data models to predict sales performance and identify growth opportunities.
- Collaborated with marketing teams to optimize campaign performance through data-driven insights.
- Visualized results using Power BI and Tableau, improving sales forecasting accuracy by 15%.

### PROJECTS

- Customer Segmentation using K-means Clustering.
  - Performed customer segmentation analysis to group customers based on purchasing behavior, enabling targeted marketing campaigns.
  - Technologies Used: Python, scikit-learn, Pandas, Tableau
  - Outcome: Identified three main customer segments, resulting in a 25% increase in targeted marketing effectiveness.
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- Employee Attrition Prediction
  - Developed a machine learning model to predict employee turnover using organizational data such as employee satisfaction, salary, and tenure.
  - Technologies Used: Python, scikit-learn, Pandas
  - Outcome: Model achieved 85% accuracy, allowing HR to focus on high-risk employees, reducing attrition by 12%.

### REFERENCES

Available upon requests