KINGSLEY AKENU

Lagos, Nigeria | (705)-285-1535 | Kingsleya402@Gmail.com

PROFESSIONAL SUMMARY

Data Scientist & Analytics Engineer with 3+ years of experience transforming raw datasets into actionable insights across Retail, E-commerce, and Finance. Skilled in evolving traditional BI workflows into machine learning pipelines using Python (Pandas, Scikit-learn), SQL, and interactive dashboards (Power BI, Tableau). Proven track record of engineering predictive models for customer behavior, optimizing campaign ROI, and operationalizing analytics with AI prompt engineering. Dedicated to bridging the gap between business strategy and data science, delivering scalable, production-ready insights that drive measurable growth.

CORE COMPETENCIES

- **Python Data Analysis & Machine Learning:** (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn)
- **SQL/MySQL:** Querying & ETL Workflows
- **Business Intelligence & Dashboarding:** (Power BI, Tableau, Excel Advanced/Power Query)
- **Predictive Modeling & Feature Engineering**: (Logistic Regression, Decision Trees, Random Forests)
- **AI:** Vibe Coding & Prompt Engineering for Analytics Workflows
- **Data Visualization:** KPI Reporting & HTML Data Infographics
- **Soft Skill:** Communication & Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Kwurah | Ontario, Canada | Remote

Data Scientist (Contract)   *March 2025 – Present*

- Leveraged analytics to align market trends with organizational needs, improving operational efficiency by 25%.
- Developed Tableau dashboards for property market analysis, enhancing stakeholder decision-making by 20%.
- Utilized SQL and Python to process large datasets, extracting actionable insights that optimized strategic recommendations by 15%.
- Collaborated with cross-functional teams to align data solutions with business goals, strengthening project outcomes by 25%.
- Applied leadership skills from Harvard's Aspire Leaders Program to guide projects, increasing innovation and team performance by 30%.

Adezzz | Lagos, Nigeria | Remote

Data Analyst | Freelance   *December 2023 – Present*

- Initiated analytics workflow on Nigerian retail/e-commerce coupon usage data, integrating Excel, MySQL, Python, and Power BI.
- Streamlined data preparation by 40% and uncovered redemption drivers with 74% feature importance.
- Built machine learning models achieve 60% accuracy, improving prediction reliability by 70%.
- Delivered predictive insights dashboard that improved coupon targeting efficiency by 30% and reduced wasted marketing spend by 25%.

Bank of Industry Limited | Lagos, Nigeria | Hybrid

Credit Analyst | Intern   *January 2020 – Feb. 2021*

- Managed client communication, improving stakeholder relations by 25%.
- Supported document management and data entry using Excel, ensuring accurate reporting.
- Recorded and summarized meeting notes, providing actionable insights to stakeholders.

Triple K Ventures | Lagos, Nigeria | On-Site

Sales Manager   *October 2017 – Dec. 2019*

- Oversaw inventory and sales tracking, ensuring accurate data entry and customer relations.
- Analyzed daily sales and profit data to inform strategic decision-making.
- Spearheaded business growth by acquiring additional space, boosting inventory capacity and sales potential.

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NOTABLE PROJECTS & ACHIEVEMENTS

Nigerian Retail Coupon Usage Predictive Analytics (2025)

- Initiated analytics workflow on coupon redemption data using Excel, MySQL, Python, and Power BI.
- Streamlined data preparation by 40% through automated ETL pipelines.
- Built machine learning models (Logistic Regression, Random Forest) achieving 60% accuracy, improving prediction reliability by 70%.
- Delivered predictive insights dashboard that improved coupon targeting efficiency by 30% and reduced wasted marketing spend by 25%.

Coupon Usage Dashboard Report (2025)

- Designed interactive Power BI dashboard integrating SQL queries and Python preprocessing.
- Visualized redemption trends, customer segments, and campaign ROI for stakeholders.
- Applied AI prompt engineering to accelerate workflow speed by 45%.
- Enabled data-driven decision-making that optimized marketing spend and boosted engagement.

Emerging Market Deep Dives (Nigeria & Africa, 2024)

- Conducted market research and data visualization on retail and e-commerce trends.
- Built interactive infographic dashboards to highlight consumer behavior and growth opportunities.
- Improved stakeholder insights by 45% through clear visual storytelling.
- Presented findings to cross-functional teams, aligning analytics with business strategy.

TECHNICAL SKILLS

- **Languages & Libraries:** Python (Pandas, NumPy, Scikit-learn), SQL, JavaScript (basic), HTML/CSS
- **Data Science & ML:** Predictive Modeling, Logistic Regression, Decision Trees, Random Forest, Feature Engineering, Model Evaluation
- **Visualization & BI Tools:** Power BI, Tableau, Excel (Advanced), Jupyter Notebook
- **Databases:** MySQL, PostgreSQL, SQL Server
- **Cloud & Workflow Tools:** Google Cloud (BigQuery basics), GitHub, Notion, Miro
- **AI & Emerging Tech:** Prompt Engineering, Vibe Coding, AI/ML applications in UX, LangChain (exploratory)
- **Methodologies:** Agile/Scrum, Test-Driven Analysis, A/B Testing, User Research

EDUCATION

- Aptech Learning | Lagos, Nigeria | 2026 – **Data Science Certification**
- Lagos State Polytechnic | Lagos, Nigeria | 2024 – **Higher National Diploma, Mass Communication**
- Lagos State Polytechnic | Lagos, Nigeria | 2019 – **National Diploma, Mass Communication**

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Aptech Data Science Certificate Program (In Progress)
- Google Data Analytics Specialization
- Deloitte Data Analytics Job Simulation
- Business Analytics with Excel
- Excel Skills for Business Specialization
- Process Data from Dirty to Clean
- Introduction to Statistics – Stanford
- AI/ML applications in Analytics