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# Kingsley Akenu

Data Scientist | Google Data Analyst Certified | Aspiring Big Data Expert | ALP Harvard 24 Alumni

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Lagos, Nigeria

## PROFESSIONAL SUMMARY

Data Scientist and Analytics Professional with a strong foundation in media and communications, uniquely skilled at transforming complex datasets into actionable insights and compelling narratives. Experienced in SQL, Python, Tableau, Power BI, Prompt Engineering, and Excel, with a proven track record of delivering predictive models, interactive dashboards, and business intelligence solutions that drive measurable impact.

Certified in Google Data Analytics and trained through Harvard's Aspire Leadership Program, I bridge data-driven insights and strategic communication to deliver measurable impact across finance, retail, and technology.

## EXPERIENCE

### Data Scientist (Contract)

Kwurah

03/2025 - Present | Ontario, Canada (Remote)

- Leveraged analytics to identify and align market trends with organizational needs, achieving optimal talent and resource placement, resulting in 25% improved operational efficiency.

- Developed Tableau dashboards for property market analysis, achieving enhanced data visualization for stakeholders, resulting in 20% improved decision-making efficiency.
- Utilized SQL and Python to process large datasets, achieving accurate extraction of actionable insights, resulting in 15% optimized strategic recommendations for business growth.
- Collaborated remotely with cross-functional teams, achieving alignment of data solutions with business goals, resulting in 25% stronger project outcomes and team synergy.
- Applied leadership skills from Harvard's Aspire Leaders Program, achieving effective project guidance, resulting in 30% increased innovation and team performance.

## **Freelance Data Analyst**

**Adezzz**

**12/2023 - Present | Lagos, Nigeria (Remote)**

*Focus: Data Infrastructure and Analytics*

- Initiated the analytics workflow by cleaning and exploring Nigerian retail and e-commerce coupon usage data in Excel Power Query and MySQL, then advanced to Python for feature engineering and predictive modeling, and finally integrated outputs into Power BI dashboards enhanced with prompt engineering.
- Streamlined data preparation by 40%, uncovered redemption drivers such as discount value and campaign timing with 74% feature importance, and built machine learning models (Logistic Regression, Decision Tree, Random Forest) that achieved 60% accuracy and improved prediction reliability by 70%.
- Delivered a predictive insights dashboard that helped retailers improve coupon targeting efficiency by 30%, reduce wasted marketing spend by 25%, and achieve measurable uplift in customer engagement — while demonstrating end-to-end analytics capability across data engineering, machine learning, and BI visualization.

## Intern

### Bank of Industry Limited

01/2020 - 02/2021 | Lagos Island, Nigeria (On-Site)

- Managed email communication with clients and colleagues, achieving clear and polite correspondence, resulting in 25% improved stakeholder relations and efficient account management.
- Supported document management and data entry using Microsoft Excel, achieving accurate organization of spreadsheets and reports.
- Recorded and summarized meeting notes, sharing actionable insights with stakeholders.

## Sales Manager

### Triple K Ventures

10/2017 - 12/2019 | Lagos, Nigeria

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

# IMPACT & PROJECTS

## Nigerian Retail Coupon Usage Predictive Analytics (Adezzz) ↗

10/2025 - 11/2025

An End-to-end predictive analytics for coupon redemption patterns in Nigeria's retail and e-commerce sector.

Machine Learning

Python

Jupyter Notebook

Predictive Analytics

## Nigerian Retail Coupon Usage Dashboard Report (Adezzz)



09/2025 - 10/2025

An end-to-end business intelligence project analyzing coupon redemption patterns in Nigeria's retail and e-commerce sector.

Excel

Power-BI

Prompt Engineering

MySQL

## Emerging Market Deep Dives (Nigeria & Africa)



04/2025 - 05/2025

Built interactive market research infographic using html, improving stakeholder insights by 45%.

Market Research

Data Visualization

## Key Achievements

- ✓ **Tableau Dashboard Design:** Enhanced decision-making by 20%.
- ✓ **Data Processing Efficiency:** Boosted operational efficiency by 15%.
- ✓ **Leadership Impact:** Increased project delivery speed by 10%.
- ✓ **AI Prompt Engineering:** Increased workflow efficiency speed by 45%.
- ✓ **Business Growth Lead:** Increased sales potential by 30%.

## SKILLS

SQL

Python

Tableau

Microsoft Excel

Power-BI

Dashboard Design

Data Analysis & Processing

Leadership & Presentation

Collaborative Problem-Solving

Remote Teamwork Tools

Prompt Engineering

## EDUCATION

### Data Science

Aptech Learning (2025 - 2026)

### Higher National Diploma, Mass Communication

Lagos State Polytechnic (2022 - 2024)

### National Diploma, Mass Communication

Lagos State Polytechnic (2016 - 2019)

### Leadership Development

Aspire Institute (2024)

## CERTIFICATIONS & COURSES

- » Deloitte - Data Analytics Job Simulation
- » Google Data Analytics Specialization
- » Business Analytics with Excel
- » Excel Skills for Business Specialization
- » Process Data from Dirty to Clean
- » Introduction to Statistics - Stanford

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