KINGSLEY AKENU

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

PROFESSIONAL SUMMARY

Data Scientist & Analytics Engineer with 3+ years of experience delivering actionable insights across Retail, E-commerce, and Finance. Skilled in transforming BI workflows into machine learning pipelines using Python, SQL, and interactive dashboards. Proven success in predictive modeling, campaign optimization, and operationalizing analytics with AI prompt engineering.

CORE COMPETENCIES

- **Python Data Analysis & Machine Learning:** (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn)
- **SQL & Databases:** MySQL, PostgreSQL, SQL Server; Querying & ETL workflows
- **Business Intelligence & Visualization:** Power BI, Tableau, Excel (Advanced/Power Query), Jupyter Notebook
- **Predictive Modeling & Feature Engineering:** Logistic Regression, Decision Trees, Random Forest, Model Evaluation
- **AI & Emerging Tech:** Prompt Engineering, Vibe Coding, AI/ML applications in UX, LangChain (exploratory)
- **Cloud & Workflow Tools:** Google Cloud (BigQuery basics), GitHub, Notion, Miro
- **Methodologies:** Agile/Scrum, Test-Driven Analysis, A/B Testing, User Research
- **Soft Skills:** Communication, Stakeholder Engagement, Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Data Scientist *March 2025 – Present*
Kwurah | Ontario, Canada | Remote

- 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%.

Data Analyst | Freelance *December 2023 – Present*
Adezzz | Lagos, Nigeria | Remote

- Initiated analytics workflow on Nigerian retail/e-commerce coupon usage data, integrating Excel, MySQL, Python, and Power BI.
- Built machine learning models 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%.

Credit Analyst | Intern *January 2020 – Feb. 2021*
Bank of Industry Limited | Lagos, Nigeria | Hybrid

- Managed client communication and supported document management, ensuring accurate reporting and improved stakeholder relations.

Sales Manager *October 2017 – Dec. 2019*
Triple K Ventures | Lagos, Nigeria | On-Site

- Oversaw inventory and sales tracking, driving business growth by acquiring additional space and boosting sales potential.

NOTABLE PROJECTS & ACHIEVEMENTS

Nigerian Retail Coupon Usage Predictive Analytics (2025)

- 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, visualizing redemption trends and campaign ROI.
- Applied AI prompt engineering to accelerate workflow speed by 45%, enabling faster, data-driven decision-making.

Emerging Market Deep Dives (Nigeria & Africa, 2024)

- Conducted market research and built interactive infographic dashboards, improving stakeholder insights by 45% through clear visual storytelling.

EDUCATION

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

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