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# Professional Summary

Analytical and results-driven Data Analyst with 4+ years of experience transforming complex datasets into actionable insights across finance, operations, and marketing domains. Proven expertise in Excel, SQL, Power BI, Tableau, and Salesforce, with a strong background in data cleaning, dashboard development, and performance tracking. Skilled at collaborating with cross-functional teams to drive data-informed strategies, improve processes, and identify growth opportunities. Self-motivated, detail-oriented, and passionate about using data to inform smarter business decisions.

# Skills Summary

* Tools: Excel (Advanced), Power BI, Tableau, Salesforce, PowerPoint, MySQL
* Languages: Python (Pandas, NumPy, Scikit-learn, Matplotlib), R, SQL
* Platforms: MLflow, Git, Jupyter Notebooks, VS Code, Google Colab, Docker,Azure DataBricks
* Analytics: Data Cleaning & Transformation, Report Automation, KPI & Trend Analysis, Salesforce Analytics, Dashboard Development
* Soft Skills: Strong Stakeholder Engagement, Excellent Communication, Attention to Detail, Data Governance & Confidentiality

# Projects

**Jewellery Pricing Model Optimization**

* Built pricing prediction models using XGBoost and Random Forest; implemented MLflow for reproducibility.
* Enabled dynamic pricing strategies that aligned with seasonal and economic trends.

**Customer Segmentation for Marketing Optimization**

* Applied clustering algorithms to group customers by behavior and demographics, enabling personalized marketing.
* Delivered insights that increased customer retention and campaign ROI.

# Professional Experience

Data Scientist **– Amdari November 2024 - Till Date**

* Cleaned, validated, and transformed raw data from multiple sources, increasing data quality by 25%.
* Built SQL scripts to streamline reporting, improving data retrieval speed by 40%.
* Partnered with stakeholders to define KPIs, delivering actionable insights that influenced business direction.
* Developed automated dashboards and performance tracking systems to monitor operational efficiency.
* Led documentation of analytics workflows and pipelines, reducing knowledge transfer time by 30%.

Data Analyst **– Sankore Investment Limited January 2019 - January 2023**

* Developed predictive models to support financial planning, improving forecasting accuracy and reducing costs by 12%.
* Extracted and analyzed large datasets using SQL and Python to identify patterns in financial performance.
* Created data dashboards and reports for internal departments to enable faster, insight-driven decisions.
* Collaborated with IT to integrate reporting tools with internal systems, improving data accessibility and workflow efficiency.

# Education

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| Degree | University | Year |
| M.Sc. Data Science | The Manchester Metropolitan University | 2024 |