

# LANS ODIDI

odidilans@outlook.com | Arlington, TX, USA | [linkedin.com/in/lans-odidi](https://www.linkedin.com/in/lans-odidi) | [lansodidi.com/](https://lansodidi.com/)

## SUMMARY

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Business and data analyst with a background in Computer Information Systems & Technology and hands-on experience leading operations. I built Wilson Electronics from scratch into a \$300,000 tech reselling business using digital ads, vendor deals, and pricing data. I've managed data projects using SQL, Python, and Tableau for real analysis work, including cleaning datasets, running regressions, and building dashboards. I also helped a nonprofit grow their online presence by leading email campaigns, event planning, and outreach to schools and students.

## EDUCATION

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### University of Texas - Dallas

*Bachelor's, Computer Information System and Technology*

**August 2021 - August 2025**

## RELEVANT COURSES

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Business Analytics | Applied AI and Machine Learning | Business Intelligence | Web Analytics | Systems Analysis and Design | Database Fundamentals | Supply Chain Information Systems | Management Accounting | Microeconomics | Business Finance | Quantitative Business Analysis | Decision Modeling

## SKILLS & CERTIFICATIONS

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Python (Pandas, scikit-learn) | SQL | Tableau | Microsoft Excel | Google Data Analytics (Certified) | Data Cleaning | Regression Analysis | Web Scraping | Market Research | Business Intelligence | Data Visualization | Facebook Ads | Git & Version Control | JIRA & Agile Workflows

## WORK EXPERIENCE

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### Wilson Electronics Commerce LLC

*Sole Proprietor*

**Grand Prairie, TX, USA**

*May 2021 - Present*

- Built and operate a B2B resale venture by sourcing consumer electronics from individual sellers, assessing product value, and reselling to business buyers through negotiated bulk deals, generating over \$300,000 in annual revenue
- Tracked every transaction in an Excel database to monitor profits, manage inventory, and maintain accurate financial records for business reporting and tax purposes
- Identified and targeted key audience demographics to expand daily facebook ad reach beyond 250,000 potential customers
- Forged strategic partnerships that streamlined backend operations; achieved a 15% increase in repair revenue.

### Vcare Companion

*Market Analyst*

**Richardson, TX, USA**

*January 2025 - May 2025*

- Took ownership of local market research by identifying and analyzing leading U.S healthcare robotics companies and their competitive positioning
- Led the marketing recommendations for vCare by identifying communication channels and strategic approaches to reach senior living and retirement communities.

### StreetCents

*Volunteer Technical Associate*

**Richardson, TX, USA**

*August 2024 - December 2024*

- Designed and managed a virtual workshop platform for students, coordinating a team of 4 volunteers and presenting data-driven marketing plans and recommendations to stakeholders using Microsoft PowerPoint
- Researched and connected with 20+ key educational leaders and community stakeholders; facilitated a targeted email campaign directly driving workshop attendance and strengthened relationships with partners.

### InspirED Outreach

*Go Center Mentor*

**Arlington, TX, USA**

*January 2020 - May 2021*

- Mentored 30+ high school juniors & seniors on achieving their individual post-graduation goals.
- Managed daily email campaigns to hundreds of students about college admissions, optimizing engagement during COVID.

## PROJECTS

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### U.S. Interstate Migration Analysis & Interactive Dashboard

*August 2025 - August 2025*

- Cleaned and transformed complex U.S. Census data into an analysis-ready format using Python and Pandas..
- Engineered new metrics like "Net Migration Rate" to identify and analyze key interstate migration patterns.
- Developed and published an interactive data story in Tableau to present complex findings to a non-technical audience.

### Uber & Lyft, Ride Cost Prediction, Using Regression Models

*September 2024 - December 2024*

- Preprocessed and cleaned a dataset of over 645,000 ride records by handling null values and inconsistencies, establishing a reliable foundation for model training.
- Used Matplotlib and Seaborn to visualize data distributions and feature relationships, identifying key price predictors via a correlation matrix heatmap.
- Engineered and evaluated regression models, achieving a 92% R-squared score on the test set with a multiple linear

### Facebook Marketplace Data Scraper & Discord Bot

*November 2024 - November 2024*

- Implemented Selenium WebDriver to navigate Facebook Marketplace, interact with web elements, and scrape relevant listing data, including prices and conditions.
- Employed BeautifulSoup to parse HTML content and extract meaningful data into a structured format using Pandas to ensure accessible storage for bot processing.
- Integrated bot functionality with Discord to send real-time notifications about new listings that match the set criteria, complete with URLs for easy access.

### SQL-Based Data Management System for Academic Institution

*November 2023 - December 2023*

- Defined parent and child tables, and described cardinalities for each table in a data model.
- Developed and executed SQL queries involving JOIN, GROUP BY, and HAVING clauses to extract, filter, and aggregate critical data for business intelligence reports.
- Collaborated with a cross-functional team of five members to deliver a fully functional database project following academic guidelines and industry standards.