LANS ODIDI

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EDUCATION

University of Texas - Dallas   **August 2021 - August 2025**
Bachelor's, Computer Information System and Technoloy

Tarrant County College   **January 2019 - May 2021**
Associate's, Information Science   *GPA: 3.6*

PROFESSIONAL EXPERIENCE

Wilson Electronics Commerce LLC   **Grand Prairie, TX, USA**
Proprietor   *May 2021 - Present*
- Served as the sole Data Analyst for a high-volume electronics resale business, driving business insights and strategy through data analysis across sourcing, sales, and inventory operations
- Designed and maintained structured data models to track device condition, pricing, margins, inventory flow, and customer activity, ensuring strong data quality and data governance standards
- Built and executed ETL pipelines to collect, clean, and transform transactional data from multiple sales and sourcing channels into analytics-ready datasets
- Performed advanced SQL and Excel analysis to evaluate revenue trends, pricing performance, inventory turnover, and customer demand patterns
- Developed interactive dashboards using Tableau and Power BI to monitor KPIs including sales volume, margins, turnaround time, and repeat buyer behavior
- Leveraged Cloud & BI platforms including Snowflake and Google Cloud Platform (GCP) to store, query, and analyze operational and sales data at scale
- Translated analytical findings into actionable recommendations that optimized pricing strategy, reduced inventory aging, and improved weekly sales velocity

Vcare Companion   **Richardson, TX, USA**
Market Analyst   *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   **Richardson, TX, USA**
Volunteer Technical Associate   *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   **Arlington, TX, USA**
Go Center Mentor   *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 & OUTSIDE EXPERIENCE

Lansodidi.com   *June 2025 - July 2025*
Developer/Analyst
- Built and deployed a personal website (lansodidi.com) to showcase professional experience and projects
- Implemented Google Analytics to track website traffic, user behavior, and engagement metrics
- Analyzed page views, session duration, and traffic sources to evaluate site performance and optimize content
- *Link to project*

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.

SKILLS

Skills: Python, HTML/CSS, Java, SQL, AWS, Tableau, Power BI, Agile, BigQuery, C#, C/C++, Data Analysis, Data Science, Docker, Facebook Ads, Google Analytics, Google Cloud Platform, JIRA, Jupyter, Linux/Unix, Machine Learning, Management, Market Research, MySQL, Pandas, Product Management, React.js, Scikit-learn, Selenium, Supply Chain Management, SAP Products, Confluence, ETL, Power BI, Data Quality, Data Modeler, Tableau, Snowflake, GCP, Cloud & BI, Driving Business Insights