

LANS ODIDI

odidilans@outlook.com | Arlington, TX, USA | linkedin.com/in/lans-odidi | lansodidi.com/

SUMMARY

Business and data analyst with a background in Computer Information Systems & Technology and hands-on experience leading high-impact operations. As the founder of Wilson Electronics, I scaled a tech reselling business to over \$300,000 in annual revenue by leveraging market analysis, performance metrics, and customer insights to drive growth and streamline operations.

EDUCATION

University of Texas - Dallas

Bachelor's, Computer Information System and Technology

August 2021 - August 2025

RELEVANT COURSES

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

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

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

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

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.

Independent Research: Optical Network Infrastructure Design & Implementation*September 2025 - September 2025*

- Conducted a comparative analysis of optical transport technologies, including DWDM, to solve for a high-capacity (100Gbps - 1Tbps) data center interconnectivity scenario.
- Developed a hypothetical network architecture and implementation plan, factoring in cost-benefit analysis, future scalability, and physical fiber characteristics.
- Researched the practical application of standard testing tools (OTDR, BERT) for validating physical link integrity and circuit performance prior to and during deployment.

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.