

MMATLOU MATI MATLAKALA

Junior Data Scientist/Analyst

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PROFILE

A junior data scientist/analyst with a marketing background and a strong passion for exploring the world of data. I am eager to leverage my eye for detail to refine operations through insightful data analysis. I am drawn to the challenge of transforming raw data into actionable strategies that drive business growth and align with achieving operational excellence. My marketing experience, coupled with my studies at ExploreAI, instilled in me the significance of using data to make informed decisions, and I am enthusiastic about applying this knowledge to contribute to effective business strategy.

EXPERIENCE

ExploreAI	Remote
Data Science Intern	08/2023 - 12/2023

- Worked in a team to build a machine learning model predicting average and maximum pet insurance coverage, showcasing expertise in data cleaning, preprocessing, and feature engineering.
- Demonstrated proficiency in data security, version control, reporting, and presentation, contributing to the project's overall success.
- Managed end-to-end project activities, meeting tight deadlines and ensuring high-quality results through efficient project and time management.
- Fostered teamwork and communication within cross-functional teams, actively contributing to discussions and enhancing overall project efficiency.
- Proactively pursued professional development, staying updated on the latest data science advancements and contributing to a dynamic work environment.
- Skills - Python, data cleaning, preprocessing, EDA, feature engineering, predictive modeling, version control(GitHub), data security, AWS EC2 instance, AWS S3 bucket, reporting, presentation, project management, time management, teamwork and collaboration.

Department of Basic Education	Bochum, Limpopo
Teacher Assistant	11/2021 - 08/2022

- Provided valuable support to learners in grasping complex mathematical concepts, fostering a conducive learning environment and aiding in academic growth.
- Maintained accurate and up-to-date class records, including attendance, test scores, and assignment marks, using SA-SAMS software, ensuring data integrity and facilitating academic progress tracking.
- Actively motivated learners to engage in interactive discussions on challenging topics, facilitating deeper understanding through hands-on activities and collaborative learning.
- Assisted teachers in various administrative tasks, contributing to a well-organized and efficient classroom environment.

Adcock Ingram	Midrand, Gauteng
Marketing Graduate	01/2019 - 12/2019

- Collaborated closely with brand managers to develop comprehensive brand plans, contributing to strategic brand development and market penetration.
- Generated insightful sales reports by analysing IMS, Rx, and MicroStrategy data, providing valuable insights for data-informed decision-making.
- Utilised historical data to forecast sales trends, enabling agile campaign adjustments and maximising sales revenue.
- Partnered with external agencies to create customised marketing materials tailored to distinct brand requirements, ensuring a compelling and consistent brand image.
- Orchestrated the efficient distribution of marketing materials to sales representatives for regional campaigns, optimising resource allocation.
- Conducted monthly visits to various pharmacies to assess the visibility of point-of-sale (POS) materials and stock, ensuring brand presence and availability.
- Maintained a meticulously organised spreadsheet detailing all marketing activities, budgets, campaign allocations, and expenses.

EXPERIENCE

Bestmed Medical Scheme

Pretoria, Gauteng

Corporate Communications Intern

08/2017 - 07/2018

- Diligently proofread and edited a wide range of internal and external communications, ensuring error-free content and enhancing overall communication quality.
- Collaborated with the events team to successfully plan and execute product launches and member engagement meetings, contributing to the seamless execution of high-impact events.
- Aided communication specialists in crafting and disseminating various internal and external communications, including brochures, letters, and membership guides, reaching a diverse audience.
- Maintained a high standard of professionalism, and consistently ensured that all marketing and communication activities adhered to the company's corporate identity guidelines. This helped keep the brand consistent and trustworthy.

Education

ExploreAI Academy

Data Science

01/2023 - 07/2023

- Successfully completed different projects using Python, SQL and Power BI.
- Skills: Python, SQL, Power BI, Data Visualisation, Data Analysis, Natural Language Processing, Machine Learning, Time Management, Team Work, Team Leadership, Presentation.

University of the Witwatersrand

Bachelor of Commerce - Marketing

02/2011 - 12/2015

- Skills: Excel, Presentation, Research, Time Management

Skills

Data Visualisation & Analysis: Power BI · Microsoft Excel · Matplotlib · Seaborn

Project Management: Trello · Notion

Programming - Python: Numpy · Pandas · ScikitLearn

SQL: Query Writing

Version Control: GitHub

Certification

AWS Certified Cloud Practitioner — Amazon Web Services, 2022

Extracurricular Training/Courses

PwC Switzerland Power BI Job Simulation on Forage - January 2024

Remote

- Completed a job simulation where I strengthened my PowerBI skills to better understand clients and their data visualisation needs.
- Demonstrated expertise in data visualization through the creation of Power BI dashboards that conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.
- Strong communication skills reflected in the concise and informative email communication with engagement partners, delivering valuable insights and actionable suggestions based on data analysis.
- Leveraged analytical problem-solving skills to examine HR data, focusing on gender-related KPIs.
- Identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.