Nneka Asuzu

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PROFESSIONAL SUMMARY

Data Scientist with experience delivering end-to-end modeling and analytics solutions to business and operational problems. Skilled in Python, SQL, and machine learning frameworks to clean, transform, model, and evaluate predictive, diagnostic, and prescriptive models. Collaborates with cross-functional teams to define metrics, validate hypotheses, and generate actionable insights that drive measurable business outcomes.

CORE SKILLS

Programming & Analytics: Python (Pandas, NumPy, Scikit-Learn), SQL, Excel
Machine Learning & Modeling: Regression, Classification, Random Forest, XGBoost, Gradient Boosting, Clustering, Prescriptive modeling concepts, Feature Engineering, Model Evaluation (ROC-AUC, F1-score, RMSE)
Statistics & Forecasting: A/B Testing, Hypothesis Testing, Confidence Intervals, Bootstrap, ARIMA, Prophet
Visualization & BI: Power BI, Tableau, Plotly Dash, KPI Dashboards, Data Storytelling
Tools & Platforms: Azure ML (pipelines/automation), Git, MLflow, Jupyter
Other: Data Cleaning, Reporting Automation

EXPERIENCE

Data Scientist | SprintLab Digital – Toronto, Ontario | Jan 2023 – Present
Consulting agency delivering analytics and automation solutions to clients across industries.
- Lead end-to-end data science projects using Python (Pandas, NumPy, Scikit-Learn) and SQL, including data acquisition, cleaning, feature engineering, model development, and evaluation for operational optimization.
- Build predictive models (Random Forest, XGBoost) and time-series forecasting models (ARIMA, Prophet), improving client process efficiency by 15–20%.
- Implement Python and SQL pipelines feeding Power BI/Tableau dashboards, reducing reporting and analysis time by 30%.
- Collaborate with cross-functional client teams to define KPIs, translate model outputs into actionable insights, and guide operational decisions.
- Track and report performance metrics (accuracy, ROC-AUC, RMSE, precision/recall) to ensure models meet business requirements.

Data Scientist | Teleperformance – Toronto, Ontario | Feb 2021 – Dec 2022
Global leader in customer experience management, supporting operations across multiple departments.
- Applied Python (pandas, scikit-learn) and SQL to clean, transform, and analyze operational datasets; built Random Forest and XGBoost models to predict workforce utilization and reduce idle time by 10–12%.
- Developed forecasting solutions (ARIMA, Prophet) to anticipate call volume and staffing schedules, improving service-level adherence by 8–10%.
- Automated SQL and Python workflows feeding Power BI dashboards for real-time monitoring of key operational metrics (e.g., agent utilization, service level, customer satisfaction).
- Collaborated with operations, quality, and business teams to translate operational questions into data-driven solutions.
- Evaluated model and process performance using metrics such as RMSE, MAPE, ROC-AUC, and dashboard KPIs to support decision-making.

PROJECTS

Predictive HR / Workforce Analytics
GitHub: https://github.com/NnekaAsuzu/Predictive_Hr_Workforce_Analytics
- Predict employee attrition risk using Random Forest and XGBoost.
- Integrate HR datasets (demographics, performance, surveys) with SQL and Python.
- Build retention dashboards in Plotly Dash and Power BI.

Operations Efficiency Dashboard
GitHub: https://github.com/NnekaAsuzu/Operations_Efficiency_Dashboard
- Track operational KPIs and identify bottlenecks using SQL and Python.
- Develop automated Power BI dashboards with Azure Pipelines.
- Enable scenario-based analysis for resource allocation.

Marketing A/B Testing Simulator
GitHub: https://github.com/NnekaAsuzu/Marketing_AB_Testing_Simulator
- Simulate marketing campaigns to analyze engagement, conversion, and revenue impacts.
- Apply statistical tests (t-tests, ANOVA, bootstrap) for decision-making.
- Automate reproducible reporting from Jupyter Notebook to PDF/HTML dashboards.

EDUCATION

Master of Science in Management and Systems - New York University,NY | *2015* | GPA: 3.85/4.0
Specialization: Database Technologies, Data Analytics & Applied Data Science

Bachelor of Science, *cum laude* – Arizona State University, AZ | *2013* | GPA: 3.56/4.0
Dual Majors: Business Management (W. P. Carey School of Business) and Business Administration (College of Technology and Innovation)

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS
- Data Science & Machine Learning – University of Toronto, Data Sciences Institute
- Data Analytics with Python – Ontario Tech University
- Data Analytics & Reporting with Power BI – Toronto Innovation College
- Cloud Computing & Data Science Certificate – Seneca Polytechnic