Nneka Asuzu

LinkedIn:https://www.linkedin.com/in/nneka-asuzu/ | GitHub: https://github.com/NnekaAsuzu | Portfolio: https://nnekaasuzu.github.io/

PROFESSIONAL SUMMARY

Business-Focused Data Scientist skilled in Python, SQL, and Power BI for turning complex data into actionable insights. Experienced in predictive modeling, operational analytics, and dashboard automation across consulting, telecommunications, and business-service environments. Proven success in optimizing performance, improving retention, and driving efficiency.

CORE SKILLS

Analytics & Programming: Python (Pandas, NumPy, Scikit-Learn), SQL, Excel
Predictive Modeling: Classification, Regression, Forecasting, Clustering
Data Visualization: Power BI, Tableau, Plotly Dash, Data Storytelling, KPI Reporting
Business Analytics: Customer Retention, Marketing Analytics, HR & Operations Optimization
Cloud & MLOps: Azure, Git, MLflow, Jupyter

EXPERIENCE

Data Scientist | SprintLab Digital – Toronto, Ontario | Jan 2023 – Present
Consulting agency specializing in websites, software, and digital marketing.

- Design and implement predictive analytics models and automated Power BI/Tableau dashboards to optimize marketing and operational strategies.
- Automate SQL and Python workflows integrated with Power BI, reducing reporting time by 30%.
- Conduct end-to-end A/B testing and behavioral analysis using Python for data extraction, statistical testing, visualization, and reporting, achieving a 25% increase in digital engagement.
- Partner with marketing and business stakeholders to translate campaign and operational challenges into actionable insights that enhance decision-making.

Data Scientist | Teleperformance – Toronto, Ontario | Feb 2021 – Dec 2022
Global leader in customer experience management and outsourcing.

- Developed predictive models (Random Forest, XGBoost) for customer churn and HR attrition, performing hyperparameter tuning and cross-validation, achieving a 15% reduction in turnover.
- Built real-time Power BI dashboards and automated alert systems that notified managers when key performance and workforce metrics crossed critical thresholds.
- Applied forecasting models (Prophet, ARIMA) to optimize staffing and workload allocation improving operational efficiency.
- Collaborated with cross-functional operations and analytics teams to deliver actionable insights, improving retention and operational performance by 20%

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
Specialization: Database Technologies, Data Analytics & Applied Data Science

Bachelor of Science, *cum laude* – Arizona State University, AZ
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 (2025)
- Cloud Computing & Data Science Certificate – Seneca Polytechnic (2025)
- Data Analytics Certificate (IIBA-aligned: CBDA competencies) – TechForward Program, Skills for Change (2025)
- Data Analytics with Python – Ontario Tech University (2024)