

OLA' AKINPELU

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SUMMARY

- 10+ years of experience analyzing data in leading retail companies and the education sector ranging from 25 to 123,000 employees and up to 8 figures in annual revenue.
- Optimized the reward structure by 15% by developing standardized reporting Points per Transaction dashboard for 5 regions in Canada for Sobeys to track the new Scene+ Loyalty program effectiveness in the 4th Quarter of 2022.
- Saved about 10 hours in weekly reporting workload for the team, optimizing productivity and resource allocation by automating essential business reports using advanced analytical tools like Databricks.
- Managed large analytical projects, streamlining data collection and analysis processes, and reducing project timelines by 15%.
- Collaborated with the advanced analytics and Business Insights team to package insights into tangible, actionable recommendations.
- Developed advanced predictive and statistical models to analyze customer behaviors & marketing effectiveness.

AREAS OF EXPERTISE

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|---------------------------------------|-----------------------------|--------------------------------|
| • SQL, SAS, R, and Python programming | • Reporting & Insights | • Statistical Analysis |
| • Power BI / Tableau/ R Shiny | • Machine Learning | • Principal Component Analysis |
| • Synapse/Databricks | • Classification Techniques | • Marketing Analytics |
| • Regression and Clustering | • Time Series Forecasting | • Feature Engineering |

PROFESSIONAL EXPERIENCE

Sobeys Inc

Mississauga, CA

*Sobeys is Canada's **2nd largest grocery retailer**, with over 100,000 employees and over 1,500 stores.. Known for its diverse product range, high-quality groceries, and up to 8 figures in annual revenue.*

Customer Insight Data Specialist

June 2022 – Present

- **One of six data specialists** reporting to the manager, responsible for the collection and interpretation of insights data to provide actionable direction toward improved business decisions.
- Used Predictive analysis (Customer Lifetime Value and customer segmentation) to optimize the newly introduced loyalty reward program (Scene+) across **five regions** in Canada to grow sales leading to a **500% increase YOY** in Q2 of 2023.
- **Built Points per Transaction Dashboard** in Tableau to track relevant metrics relating to Loyalty reward effectiveness to gain insights into how customers' purchasing behavior changed due to points accumulation. This also helped to analyze how points are earned relative to the basket size to fine-tune the new loyalty program and make it more attractive and rewarding for present and old customers.
- Uncovered basket sizes that experienced reduced loyalty point accumulation as a result of switching to Scene+ (from Airmiles) leading to an increased Customer **loyalty engagement level for those basket sizes by 15%**.
- Managed a scenario analysis project to compare promotional schemes (Tiered promo mechanisms vs coupon system). This **reduced the marketing budget by 14%** while increasing program effectiveness.
- Managed large analytical projects, streamlining data collection and analysis processes, and **reducing project timelines by 15%** using tools like Synapse and Databricks.
- **Collaborated with Business Insights**, Advanced Analytics, and the marketing team to determine analytics requirements

before starting any project.

- Achieved a **30% reduction in manual data manipulation efforts** by implementing automated SAS macros, resulting in annual cost savings in labor expenses.
- Maintained appropriate training (**Synapse, Databricks, R**) and continuing education, resulting in a 25% increase in knowledge of best practices and technologies.

Toronto Data Lab

Toronto, CA

Toronto Data Lab is an IT services and Consulting firm based in Canada with about 50 employees.

Data Analyst(COOP)

October 2021 – May 2022

- **One of five other analysts** reporting to the supervisor to package insights into a tangible, actionable recommendation.
- Streamlined and automated key business reports in Power BI, **saving the team 7 weekly reporting hours**.
- Utilized MySQL to **build database** and query databases.
- Applied predictive analytics in **R** to score leads & focus on the highest likelihood of purchase (LOP) customers.
- Performed descriptive, diagnostic, predictive, and prescriptive analysis as well as deriving inferential statistics **in R and SQL**- created reports summarizing insights.
- Performed time series analysis and forecasting to analyze trends, seasonality, and patterns in Sales over time to support the marketing team.
- Participated in ML model development (General Regression Models (linear, logistic, ridge, penalized), Supporting Vector Machines (SVM), Clustering and classification (Decision Tree, k - Means, Naive Bayes, K-Nearest Neighbors (KNN), Random Forest), testing, validation and to train and test large data sets in R and Python.

Triple Crown College

Lagos, NG

This college offers a vibrant academic environment with diverse programs catering to a range of interests and career aspirations with about 50 staff members and over 150 students.

Head of Math Department /Math Instructor

September 2013 – January 2021

- **Grew the Department from one to three** instructors responsible for enhancing teaching effectiveness in Mathematics and improving student performance, reported to the Director of Studies.
- **Helped create a performance-tracking App in Excel** that allowed teachers to input grades, assessment scores, and feedback for each student. This tracked performance over time and visualized progress in various mathematical concepts or topics.
- **Doubled student retention rates** in 2017 through cluster analysis of the student's performance in Excel by grouping students based on their performance or learning styles to identify distinct clusters or patterns of academic achievement and tailor instructional strategies accordingly.
- Designed plans to cover a wide range of mathematical and statistical concepts, and convey complex mathematical concepts to students in a clear and easy-to-understand approach leading to **90% distinction in the West Africa Certificate** Further Maths exam, 2016.
- **Managed 3 different classes simultaneously** preparing for the Cowbell Maths competition for 3 months.

EDUCATION

- **Business Science for University – Data Science for Business** | Toronto, ON
- **Metro College of Technology –Advanced Diploma Data Science** | Toronto, ON
- **University of Ibadan - Masters Economics** | Ibadan, NG
- **University of Ibadan - Bachelor of Math & Statistics** | Ibadan, NG

(Credentials have been assessed via WES, and are equivalent to a Master's and Bachelor's degree from any Canadian university respectively)

LANGUAGE COMPETENCIES

- **English:** Native language

