

# PRECIOUS EBU

## Data Scientist

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Portfolio | <https://preciousebu.github.io>

### SUMMARY

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Data Scientist with 3+ years of experience delivering impactful results through data analysis, machine learning, and data visualization. Proven ability to drive growth and inform strategic decision-making in fast-paced, data-driven environments.

### PROFESSIONAL EXPERIENCE

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#### JATADO TECH LTD

Remote

##### Chief Data Scientist

2021 - Present

- Created impactful data visualizations and reports using tools like Tableau, and Microsoft Excel, empowering stakeholders to make data-driven choices and improving operational efficiency by 50%
- Collaborated with cross-functional teams (Engineering, Design) to leverage data insights to develop software features and drive a 25% increase in product development.
- Led a 4-person team in designing, collecting, and analyzing survey data from diverse Nigerian businesses, gathering over 2,000 responses to inform product development.
- Streamlined data analysis processes using SQL and R, significantly reducing project timelines and achieving key project goals.

#### SEEDBUILDERS

Abuja

##### Data Analyst

2021 – 2022

- Led customer segmentation strategy using R and Excel, resulting in an 11% improvement in customer retention. Analyzed customer feedback from various sources (surveys, social media) to identify areas for improvement.
- Created impactful dashboards in Excel and Tableau, delivering valuable business insights; extracted, analyzed, and interpreted datasets to identify key metrics.
- Increased sales efficiency by 15% by identifying underperforming product categories through data analysis using pivot tables and charts.
- Enhanced data quality by 70% through data cleaning and preprocessing techniques, saving significant time on manual work weekly.

### PROJECTS

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#### RFM Analysis (Personal Project)

2024

- Leveraged Python libraries, Pandas, and Scikit-learn to segment customers into valuable groups based on their RFM scores, enabling targeted marketing efforts.
- Built an interactive dashboard using Dash and Plotly to visualize RFM segment distribution, key metrics, and purchase behavior patterns, enabling data-driven decision-making.

#### Credit Card Fraud Prediction (Personal Project)

2023

- Built and deployed a fraud detection system by leveraging Python, capitalizing on advanced machine learning techniques such as Regularization, Gradient Boosting, Decision Trees, and Support Vector Machines (SVM).
- Lessened false positive rates by 30%, leading to substantial cost savings and fortifying customer protection.
- Employed methods to balance the distribution of data and perform feature selection to attain a model that achieves 90% accuracy in predicting credit card fraud.

**Superstore Sales Dashboard** (Personal Project) **2022**

- Crafted dynamic sales dashboards in Tableau, empowering the formulation of data-driven strategies that augment brand management and improve sales.

**Customer Churn Prediction** (Personal Project) **2021**

- Developed classification machine learning model in R with over 77% accuracy, resulting in a reduction in customer attrition.
- Utilized advanced techniques such as random forests and logistic regression to identify significant predictors of churn.

## EDUCATION

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**University of Ibadan**

**Ibadan, Nigeria**

*Bachelor of Science, Major in Botany*

**2013 – 2018**

- Relevant course work: *Statistics, Research Methodology*
- Awards: Dean's List 2014 (Top 5%)

## SKILLS

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- Python (Pandas, NumPy, SciKit-Learn, Matplotlib, Seaborn)
- R (dplyr, tidyr, ggplot2)
- SQL (PostgreSQL, SQLite)
- Tableau
- SPSS
- Microsoft Excel (Pivot tables, Conditional Formatting, VLOOKUP)
- Machine Learning (Linear regression, logistic regression, decision trees, random forests, support vector machines)
- Statistical Analysis (Descriptive statistics, hypothesis testing, regression analysis)
- Microsoft Office Suite (Excel, Word, PowerPoint, Outlook, Teams, Forms, SharePoint, Visio)

## PROFESSIONAL DEVELOPMENT

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**Microsoft Women Techsters Fellowship, Tech4Dev**

**2022 – 2023**

- Completed a 6-month, virtual fellowship focused on data science and AI for young African women. Honed skills in Python, Microsoft Excel, Tableau, and SQL, and applied these skills to real-world data sets.

**Data Science Internship, Datalab Analytics**

**2021**

**Certification Earned:** Professional Certification in Data Science

- Completed an intensive program covering Python programming, R, SQL, statistical analysis, machine learning, and data visualization. Developed and implemented predictive models using supervised and unsupervised learning algorithms. Gained practical experience through data analysis projects and hackathons.