Jean Henock Viayinon, Senior Analytics Consultant

Dubai, United Arab Emirates, +971545995526, henocksjean@gmail.com

---

LINKS

LinkedIn, Github, Youtube

PROFILE

I am a Senior Data Scientist with 10 years of experience in Telco, Fintech & Consulting. I am certified PMP & hold master's degrees in Statistics, Data Science & Financial Engineering.

I love Engineering and willing to learn.

EMPLOYMENT HISTORY

Jan 2022 — Present

Senior AI & Advanced Analytics Consultant, e& international (Etisalat Group)

Dubai, United Arab Emirates

I am leading various AI projects in the industries of telco, banking and IoT within the CVM & Advanced Analytics Center of Excellence.

I have used Python, SQL, SAS and R on daily basis and implemented the following use cases:

1. **RFM (Recency, Frequency, Monetary) :** Implemented ML and non-ML RFM analysis to segment Tunisie Telecom 6M+ and Maroc Telecom 16M+ customers base by using their recharge and data usage behavior, enabling targeted marketing strategies. Successfully improved customer engagement and retention by running 180+ Campaigns for the resulted segments with positive take rate and incremental revenue.
2. **Data Adoption :** Developed models to predict customers who can potentially adopt data in the next 30 days using 6 months behavior data for Tunisie Telecom and PTCL pakistan customer base. Top 3 deciles coverage and precision was above 82%. Run 183+ weekly campaigns with positive take rate and incremental revenue for the resulted segments.
3. **Data Growth & Drop :** Developed machine learning models to predict customers that could potentially increase or drop their data usage by 20% in the next 7 and 30 days for Tunisie Telecom and Egypte Mobily. Top 4 deciles precision was above 78% for 79% event coverage - Run 100+ weekly campaigns with positive take rate.
4. **Global Churn & Data Churn :** Developed ML models for 30 days inactivity and Churn prediction for Tunisie Telecom base. I did the offers mapping for the resulted segments and run 200+ campaigns, reducing churn rates by 5% in 6 months,
5. **Recommendation Engine :** Engineered and implemented Next Best Offer (NBO) model for Etisalat Afganistan. The Framework helped to determined the most appropriate product or service to offer to a customer at a specific point in time.
6. **Quality of Experience & Quality of Service :** Participated in the development of our CHI (Customer Satisfaction Index) by using network Quality of Service parameters to predict the Customer Satisfaction. The CHI is then used as input to others ML models for better targeting.
7. **Credit Risk Modeling:** Performed nano credit segmentation for Ubank pakistan to allow small-sized loans, and target individuals who did not have access to traditional banking services.

Oct 2020 — Sep 2021

Head of Credit, ENGIE ENERGY ACCESS

Cotonou, Benin

As Benin Head of Customer Finance i had a team of 6 and was in charge of the overall credit strategy & operations.

Achievements include:

1. Managed 150k+ customer base, with an outstanding credit amount of $18M+.
2. Improved collection rate by +6% YoY and default rate by -3% YoY
3. Designed credit policies, lead KPIs reporting, Risk & arrear management committees.
4. Orgonized & lead 18+ Credit repayment campaigns & reporting.

May 2020 — Oct 2020

Data Science Manager, 10academy

Berlin, Germany

I Led a team of four (04) data scientists and we developed and implemented the following use cases with 50+ data science learners from five (05) countries in Africa:

1. **Telecom Customer Segmentation and QoS analysis:** Leveraged Data Science for Network Quality of Service (QoS) analysis and customer segmentation.
2. **Churn Prediction:** Employed ML to predict Expresso telecom customer churn.
3. **Future Sales Forecasting:** Used ML to predict total sales for every product and store in the next month one of the largest Russian software firms - *1C Company*.

4. **Insurance Recommendation :** Leveraged data and ML methods to improve market outcomes for insurance provider Zimnat, by matching consumer needs with product offerings in the Zimbabwean insurance market.
5. **A/B Hypothesis Testing for Ad campaign performance:** Had worked on the design of a reliable hypothesis testing algorithm for the BIO service and to determine whether a recent advertising campaign resulted in a significant lift in brand awareness.

Sep 2019 — Oct 2020	**Data Science Manager, Engeem**	Abidjan, Ivory Coast

As the Data Science Manager i have worked on telco customers experience analytics.

1. I developed a python framework for Quality of Experience (QoE) prediction using the network Quality of Service (QoS) parameters for Bouygues Telecom: i develop separate models for video and voice applications.
2. I used QoE prediction output to develop a framework for Customer Satisfaction.
3. I developed churn prediction by integrating Customer Satisfaction Index (CHI)

Jan 2018 — Sep 2019	**Business Intelligence Specialist, Mobile Telecommunications Network**	Cotonou, Benin

1. I developed market research & Net Promoter Score reporting standards, Business cases analysis, and KPIs reporting standards.
2. I used SQL, Tableau, and PowerBI to develop visual analytics dashboard and automate data-driven reporting process.
3. I developed reports to measure the performance of CVM campaigns
4. I developped and implemented two (02) use cases for analytics in CVM: personnalized bundle adoption prediction & churn prediction.

Sep 2015 — Dec 2017	**Research Associate, Laboratoire de Biomathématiques et Estimations Forestières**	Abomey-Calavi, Benin

Key Research Project: Predicting the leaves' biomass of *Moringa Oleifera* under various climate condition and using Machine learning.

EDUCATION

Dec 2023 — Dec 2023	**Project Management Professional, Project Management Institute**	Online
Apr 2021 — Sep 2023	**Master's degree in Financial Engineering, WorldQuant University**	New Orleans, US
Sep 2021 — Sep 2022	**Master's degree in Data Science, National Polytechnic Institute**	Yamoussoukro, Ivory Coast
Sep 2016 — Dec 2018	**Master's degree in Statistics, University of Abomey-Calavi**	Abomey-Calavi, Benin
Jan 2013 — Jan 2017	**Bachelor's degree in Economics, University of Abomey Calavi**	Abomey-Calavi, Benin
Dec 2012 — Dec 2015	**Bachelor's degree in Agronomy, University of Abomey-Calavi**	Abomey-Calavi

---

TECHNICAL SKILLS

Business Intelligence -Tableau & Power BI	Data pipeline and ETL - MySQL, MongoDB, Airflow
Python ML - scikit-learn, keras, tensforflow, Pytorch	Solution Deployment - Streamlit, Flask, Rshiny
NLP - nltk, sentiment analysis, topic modeling, GenAI	R for ML and forecasting: modeltime (GLuon, ensemble, resample, H2O)
Cloud - AWS EC2, RDS, S3, ARORA	MLOps - MLflow

LANGUAGES

English	Native speaker	French	Native speaker