SAMUEL OLUWASEGUN OGUNLOLA

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PROFESSIONAL PROFILE

I'm a visionary statistician with a passion for innovation and a commitment to excellence. With vast experience across the telecoms and financial banking sectors, I bring a wealth of knowledge to deliver impactful results and solve complex business problems with ingenuity. As a Microsoft Certified AI Engineer, I ensure solutions meet industry standards and I am excited about the prospect of contributing to your team.

TECHNICAL SKILLS

Languages: Python (Pandas, scikit-learn, matplotlib, Bokeh, plotly, Boosting algorithms), R (dplyr, tidyr, caret, ggplot2), SQL (Presto, TSQL, Oracle, Postgres SQL)

Technologies: Machine Learning, Large Language Models, AI, PySpark, Fast API, MLOps, CI/CD, Git, Flask, Big data, ETL. NLP, Time series Forecasting, Hypothesis testing, RestAPI

Tools: Microsoft Excel, Microsoft Azure, Power BI, Jupyter Notebooks, VS code, R studio, SPSS, SSMS, Dbeaver, Anaconda, Azure DevOps

EDUCATION

Bachelor of Science (BSc) in Statistics
Federal University of Agriculture Abeokuta
February 2016 – January 2022

WORK EXPERIENCE

DATA SCIENTIST   **November 2024 - Present**
Sterling Bank Lagos, Nigeria
- Applied expertise as a data scientist to leverage machine learning and advanced data analytics for customer over 4 million retail and corporate spending insights, customer persona and predicting customer lifetime value. This was used by the bank relationship officers to have a better understanding of their customers
- Implemented and deployed a new approach to building chatbots and improved already existing bots in the bank which leveraged the Large Language model approach using RAG technique which helped relieve the Onboarding partners of the Human Resource department in reducing redundant questions and speeding up the onboarding process.

DATA SCIENTIST- CONSULTANT   **August 2024 - Present**
MTN Lagos, Nigeria
- Applied expertise as a data scientist at the digital service department to leverage machine learning and advanced data analytics for driving over 24 million customer based insights.
- Implemented techniques such as location updates and DPI analytics to achieve precision target marketing and improve overall customer engagement with target marketing as the focus.
- Applied Machine learning and deep data analysis to boost the advertising team of the digital services, helping to surpass the KPI Revenue targets with over 80% by product – consumer target marketing
- Built over 23 million customers persona using machine learning to improve customer management and profiling which is being used for various use cases including product development, target campaign and platforms creation. This helped identify unique segment of customers for the target campaigns.

DATA SCIENTIST   **May 2022 - September 2024**

Bluechip Technologies Lagos, Nigeria

- Extensive experience across various sectors, with a primary focus on banking and telecommunications.
- Worked as a data specialist for prominent financial institutions in Nigeria, including Access Bank, Zenith Bank, CBN (e-naira), WEMA Bank, and Keystone Bank.
- Designed and deployed cutting-edge financial models to enhance customer centric banking experiences, encompassing transaction recommendation systems, fraud detection, cash management solutions, delinquency models, and more.
- Applied expertise as a data scientist at the marketing department of MTN Nigeria to leverage machine learning and advanced data analytics for driving customer insights through dashboard and predictive models for different use cases

PYTHON AND MACHINE LEARNING INSTRUCTOR   **August 2022 - September 2024**

GTBank Tech Academy, Ecobank Tech Academy, Optimus Bank, Providus Bank and BluePrimo TechAcademy Lagos, Nigeria

- Experienced Instructor and Facilitator with a strong emphasis on providing industry-focused education and practical training in Python and Machine Learning to over 250 trainees in the organizations.
- Equipping new recruits in the tech department with essential skills and real-world experience needed to function efficiently in their roles in the organization.

DATA SCIENTIST INTERN   **October 2019 - April 2020**

Octave Analytics and Insights limited Lagos, Nigeria

- I worked with financial data from top banks in Nigeria using different analytics techniques helping to make intelligent decisions from drawing useful insights from deep dives on customers, to daily reporting and analysis of transactions to customer engagements and predictive modeling,
- I was involved in building sophisticated solutions like ROU returns for banks, thereby increasing their profit margin while serving the customers better.

MACHINE LEARN COMPETITIONS   **August 2019 - Present**

Zindi.africa, MachineHack.com, Kaggle.com internet

- As a data scientist with substantial work experience and a strong background in statistics, I have actively engaged in numerous internet competitions focused on Machine Learning and Analytics.
- My expertise lies in crafting sophisticated models capable of handling diverse types of data, be it structured or non-structural.
- My performance in these competitions reflects my exceptional skills, consistently ranking among the top 5 percent of participants.

PROJECTS

CUSTOMER SEGMENTATION AND PERSONA   **December 2024 – February 2025**

Telecoms (MTN Nigeria)

- As a consultant, a full scale customer segmentation model for the MTN digital services. The aim was to boost target marketing campaign, data monetization and to improve customer persona.
- This solution was integrated fully into the company database which became an acceptable project valuable for the whole MTN group worldwide as it leverages DPI analytics to understand psychographics characteristics of subscribers.

CHATBOT DEVELOPMENT   **November 2024 – December 2024**

Banking and Finance (Sterling Bank)

- Developed an AI-powered onboarding chatbot that served as the primary interface for new recruits, providing comprehensive information on company values and role responsibilities.
- Leveraged RAG techniques and OpenAI services to deliver instant responses to FAQs, streamlining the orientation process and ensuring seamless integration of new employees.
- Deployed the solution as a web service on Azure, with a Flask API and a frontend built using HTML, CSS, and JavaScript, enhancing onboarding efficiency and maintaining consistent corporate communication.

END to END Text to SQL   **March 2024**

Personal Project

- The objective was to develop a system that translated natural language questions directly into executable SQL queries. This system leveraged Gemini Pro, a large language model, to understand the user's intent and translate it into the appropriate SQL syntax for retrieving data from a relational database

END to END ChatWithPDF   **March 2024**

Personal Project

- This program creates a chat experience where users can ask questions about multiple documents. The Gemini model, a large language model, would analyze the documents and respond in a natural way, simulating a conversation about the document content.

TWITTER SENTIMENT ANALYSIS   **March 2023 to September 2023**

Contracted Project (Bluechip Technologies)

- The objective was to build a system that classifies the sentiment of tweets or social media posts as positive, negative, or neutral using NLP techniques. This system was integrated into a machine learning project to estimate employee loyalty and performance in a software engineering firm, ultimately aiding in the hiring process.

PERSONALIZED FINANCIAL CHATBOT   **October 2023**

Banking Finance (Wema Bank)

- Contributed significantly as a key member of the team that crafted and implemented an AI chatbot. Leveraging machine learning algorithms using Large Language Model on Microsoft Azure, our aim was to elevate and optimize the interaction and utilization of bank products. This was integrated into their Microsoft Teams application and is currently in Use.

MTN BIG EYE   **May 2023** to **September 2024**

Telecoms

- Collected, analyzed, and documented requirements for dashboards within the stream, then crafted SQL scripts to implement specific user story requirements.
- Created ML algorithms that Help to forecast revenue in and across the Marketing department and IT
- Conducted Internal Acceptance on dashboards, creating use cases to test that all requirements are met

MTN CUSTOMER ANALYTICS   **May 2023 to July 2023**

Telecoms

- Implemented techniques such as location updates and DPI analytics to achieve precision target marketing and improve overall customer engagement with target marketing as the focus.

LOAN DELINQUENCY MODEL   September 2022 to January 2024

Banking Finance

- I developed and deployed a robust predictive model for loan default utilizing advanced machine learning classification techniques across 3 top banks (Wema bank, Eco bank and Zenith bank) in Nigeria.

CUSTOMER SEGMENTATION MODEL   September 2022 to January 2024

Banking Finance

- I used Microsoft Azure services and Python to create and deploy to production a customer segmentation model for 2 top banks (Wema Bank and Access Bank). The goal was to boost target marketing campaigns and improve customer profiling.
- Further integrated this solution into the banking application of the bank which was then used for other solutions.

PRODUCT RECOMMENDATION MODEL   September 2023 to January 2024

Banking Finance (Wema Bank)

- I played a pivotal role in a team that developed a product recommendation system for a leading bank in Nigeria.
- This solution was seamlessly integrated into their banking application using Microsoft services and Python APIs. We utilized advanced recommendation techniques and models in Python to suggest existing products and services offered by the bank to customers most likely to subscribe

CASH MANAGEMENT SOLUTION   June 2022 to November 2022

Banking Finance (Zenith Bank)

- I constructed a sophisticated Regression Model designed to predict and offer strategic advice to bank stakeholders on the optimal daily cash holdings within their vault. This approach aims to optimize the cost implications associated with maintaining cash in-house.

TRAININGS ATTENDED

- **Data Fest Africa**   **October 2023**
- **DSN AI Bootcamp**   **October 2019 to November 2021**
  - Data Scientist Network Lagos, Nigeria.
  - 3 years being chosen based on Machine learning competition
- **Python and Machine learning**   **April 2019**
  - LEAD resources and Data Science Nigerian Abeokuta, Nigeria
- **Machine learning and AI introduction**   **April 2019**
  - AIsaturday Abeokuta, Nigeria

SOFT SKILLS

- Finance and Banking
- Telecoms
- Requirement Gathering and Documentation
- Adaptability
- Critical and Analytical thinking
- Business Acumen

- Teaching skills
- Mentoring
- Interpersonal relationship
- Collaboration
- Communication skills
- Multitasking

REFERENCES

Professor Mrs Ronke Y. Aderinboye ---- Professor Animal Nutrition Department, FUNAAB

Oviaesu Daniel Ighodaro --- CX Manager Insight and Analytics First bank Nigeria

Oluwasijibomi Simeon Solola --- Software Developer, Stanbic IBTC Ng