VIVIAN AKANAM

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https://skyveev.github.io/

>> DATA SCIENCE | MACHINE LEARNING

MOTIVATION

*I am passionate about solving business problems using Data Science & Machine Learning. I **systematically** & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning, and always looking to improve.*

SKILLS & TOOLS

Programming: Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), SQL, R.

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis.

Other: Excel, Statistics, Github, Data Visualisation, MS Office, Tableau, Jupyter Notebook, Power Bi.

EXPERIENCE

Data Science Intern - Baker Hughes, Cramlington, Newcastle.

JUNE 2023- PRESENT

- Collect, clean, and analyze large datasets to identify trends, patterns, and correlations.
- Assisted senior data scientists in developing and implementing machine learning models for predictive analytics and classification tasks.
- Weekly Analysis of large data sets from the customer case portals, update the track, and share with stakeholders.
- Collaborate with cross-functional teams to understand business requirements and translate them into analytical solutions.
- Monthly Analysis and reporting of the data science financial tracker.
- Prepare clear and concise reports and visualizations to present findings and recommendations to stakeholders.
- Database maintenance, and ETL process on Oracle and Dig Databases.
- Monthly Analysis and reporting of the field level queries and predictions.
- version control, commit all scripts to github.

PROJECTS

Assessing Campaign Performance Using Chi-Square Test For Independence

The project assessed the effectiveness of a grocery retailer's campaign promoting their "Delivery Club" by comparing signup rates of customers who received different types of mailers. Using the Chi-Square Test for Independence, the analysis aimed to determine if there was a significant difference in signup rates between low-cost and high-cost mailers. Results showed a higher signup rate for the high-cost mailer, but the test failed to reject the null hypothesis, suggesting no significant relationship between mailer type and signup rate.

Predicting Customer Loyalty Using ML (Regression)

The project aimed to predict customer loyalty scores for a grocery retailer's database, where only 50% of customers had loyalty information. By building a predictive model, relationships between customer metrics and loyalty scores were explored, with Random Forest showing the highest predictive accuracy. Using metrics such as Adjusted R-Squared and R-Squared, the Random Forest model outperformed Linear Regression and Decision Tree. The loyalty score metric measures the percentage of grocery spend allocated to the client vs. competitors.

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EDUCATION

- MSc information technology with Cybersecurity- Robert Gordon University Aberdeen- October 2023.
- BA in graphics design -Ahmadu Bello University Zaria, Nigeria –2014
- Diploma in Industrial Design - Ahmadu Bello University Zaria, Nigeria – 2010

COURSES & CERTS

- **DSI Data Science Professional Certification**-in view

Actionable Learnings: Extracting & manipulating data using SQL. Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests. Utilising Github for version control, and collaboration. Using Python for data analysis, manipulation & visualisation. Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation. Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time. Machine Learning pipelines to streamline the ML pre-processing & modelling phase. Deployment of a ML pipeline onto a live website using Streamlit. Using Tableau to create powerful Data Visualizations. Turning business problems into Data Science solutions.

- **Introduction To Data Science**- Cisco- June 2023
- **Data Visualization**- Baker Hughes Learning- July 2023
- **Advanced Pandas**- LinkedIn Learning- July 2023
- **Introduction to Python and App Development**- Code First Girls-August 2022
- **AWS Cloud Practitioner Essentials**- Amazon- August 2022
- **Certificate in Performance Management** -Alison January 2019

MEMBERSHIPS

- Women in Data (WiD)
- Women in Data Africa
- STEM Women
- Women in Cybersecurity (WiCyS)