



# Victor .O. Oseji

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*Experienced data scientist with a proven track record of leveraging advanced analytical techniques to extract meaningful insights from complex datasets. Adept at designing and implementing machine learning models that drive informed business decisions. Passionate about uncovering hidden patterns and delivering actionable solutions in diverse domains.*

## Professional Skills

### Programming Languages

R, PYTHON, JAVASCRIPT, DAX

### Markup Languages

RMARKDOWN, MARKDOWN, QUARTO

### Text Editors

SUBLIME TEXT, RSTUDIO

### Microsoft Office

EXCEL, WORD, POWER POINT, OUTLOOK

### Visualization

POWER BI, QUARTO, RSHINY

## Work Experience

### Imperial TM (Worldwide Healthcare Ltd)

Lagos, Nigeria

SENIOR BUSINESS DATA ANALYST

Apr 2021 -> Present

- LANGUAGE & TOOLS USED - R, Python, JavaScript, Rmarkdown, RShiny, Excel, Power Pivot, Power Point
- I adeptly bridge business objectives and technical solutions, crafting essential tools, reporting platforms, dashboards, and analytical models that fuel operational oversight and strategic decision-making.
- Conduct comprehensive market analyses, unearthing competitor insights and product strengths, strategically advising leadership through sophisticated data visualization techniques utilizing Saniphere, PowerPoint, and R.
- Collaborate closely with executives, identifying actionable avenues for enhancement, while seamlessly translating findings into tangible results, fostering growth and efficiency.
- Leverage the power of R, R-Shiny, Quarto, and predictive modeling, pinpointing opportunities for retail expansion and optimizing salesforce productivity.
- Undertake meticulous data scrutiny to evaluate cross-functional data utilization, elevating processes and pioneering innovative features for business advancement.
- Champion interdisciplinary synergy by partnering with Marketing, Sales, and Operations, architecting scalable frameworks and performance metrics.
- Harness the potential of statistical and Machine Learning models within R, delivering actionable insights that empower agile decision-making and strategic initiatives.
- Steward the performance of fellow analysts, ensuring their contributions holistically enrich attached business units while exemplifying unwavering commitment to value-driven outcomes.

### Tolaram Group (Multipro Consumer Product Ltd)

Lagos, Nigeria

DATA ANALYST

Jun 2016 -> Mar 2021

- LANGUAGE & TOOLS USED - R, DAX, Rmarkdown, Power BI, Excel, Power Pivot, Power Point
- Collaborate with cross-functional stakeholders to pinpoint opportunities for harnessing organizational data, propelling strategic business solutions.
- Extract and scrutinize data from company databases, steering advancements in product development, marketing, sales strategies, and operational efficiencies.
- Evaluate data sourcing effectiveness and techniques, refining data collection methodologies for enhanced outcomes.
- Employ predictive modeling to elevate salesforce productivity, customer experiences, revenue augmentation, and overall business performance.
- Employ data analysis, visualization, and predictive models to furnish pivotal business insights, steering informed decision-making.
- Develop algorithms and devise experiments to consolidate, manage, analyze, and distill data, producing tailored reports via Power BI, Shiny Web App, Quarto, and R.
- Orchestrate cross-functional synergy to actualize model implementations and diligently monitor resulting impacts.

## Dealdey Ltd

BUSINESS INTELLIGENCE ANALYST

Lagos, Nigeria

Oct 2015 -> May 2016

- LANGUAGE & TOOLS USED - Rjmetrics, Datapine, Excel, Google Analytics
- Spearheaded seamless data query, extraction, compilation, and reporting via MySQL, enabling comprehensive insights that steered pivotal decisions.
- Proficiently managed, updated, and restructured reports, revolutionizing orientation and structure. Employed RjMetrics, Datapine, and advanced Excel functions to enhance clarity and accessibility
- Engineered robust KPI frameworks using RjMetrics and Datapine to evaluate performance vis-a-vis goals for internal stakeholders, propelling alignment and accountability.
- Pioneered data-backed assortment recommendations and go-to-market strategies for new products. Vigilantly tracked item performance against targets, leading to a dynamic and optimized product portfolio.
- Harnessed customer data and insights to empower customer merchandising, pricing, and assortment strategies. Effectively influenced decisions by translating data into actionable recommendations.
- Collaborated seamlessly with managers and department heads to translate intricate business requisites into cohesive Business Intelligence (BI) reports, nurturing a culture of informed decision-making.
- Rigorously analyzed customer engagement and retention dynamics, fostering actionable insights that fueled improvements in the purchase funnel and enhancing conversion rates.

## Dealdey Ltd

E-COMMERCE MERCHANDISE PLANNER

Lagos, Nigeria

Aug 2014 -> Sep 2015

- LANGUAGE & TOOLS USED - Rjmetrics, Excel, Google Analytics
- Unearth hidden potential in merchandising and category marketing strategies. Leverage data-driven insights to identify untapped opportunities for revenue enhancement and customer engagement.
- Orchestrate category profitability surge by empowering category managers with data-backed recommendations. Shape vendor, brand, and SKU selection strategies that propel sales and profits skyward.
- Unravel daily reports to swiftly spot and address in-stock and inventory challenges. Collaborate with suppliers to finesse replenishment strategies, guaranteeing alignment with our in-stock and inventory benchmarks.
- Champion sales escalation and inventory turnover for peak profitability. Architect meticulous merchandise assortments, meticulously fine-tuning strategies for supreme business outcomes.
- Interrogate merchandise sales, inventory dynamics, and profitability patterns. Dissect historical data and market trends to proactively unveil opportunities and innovations that amplify business success.
- Command inventory management, strategic planning, and predictive forecasting in burgeoning merchandise realms. Steer the ship to prosperity while maintaining an optimal balance between assortment, pricing, and availability.
- Weave a seamless tapestry of assortment, pricing, and availability that redefines customer satisfaction. Engineer a harmonious ecosystem where customers and Dealdey.com both emerge triumphant.
- Forge alliances with buyers during quarterly reflections. Distill critical insights from past assortments, inventory compositions, pricing strategies, and promotions, paving the way for informed, agile decisions.
- Navigate the intricate web of product attributes to revolutionize categorization. Elevate product visibility and customer experience by structuring attributes that resonate with market needs.
- Decode the enigma behind stock outs and back orders. Quantify store-level prospects through thorough evaluations, charting a course toward enhanced operational efficiency.

## Education

### University of Lagos

MASTERS OF BUSINESS ADMINISTRATION

Akoka, Lagos

2018 -> 2020

- Merit

### Nnamdi Azikiwe University

B.Sc. PURE AND INDUSTRIAL CHEMISTRY

Awka, Anambra

2006 -> 2010

- Second Class Upper

### Saint Finbarr's College

SECONDARY SCHOOL LEAVING CERTIFICATE (W.A.S.S.C.E)

Akoka, Lagos

1999 -> 2005

## References

AVAILABLE ON REQUEST