Akinwande Atanda, PhD

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EXPERIENCE

University of Canterbury, Christchurch
Data Analyst, January 2015 to Present
- Replicated and re-validated actionable insights using advanced statistical methods for modelling and analysing different dataset
- Collaboratively conducted data-driven policy research using diagnostic, predictive and prescriptive analytics
- Performed ETL operations on real-time streamed tweets data using Apache Spark
- Implemented supervised and unsupervised machine learning algorithms for optimising business and marketing processes
- Created an algorithm for classifying streamed tweets into 7 unique classes in Scala and processed the ingested data in Gephi for network visualisation and community detection
- Develop, train, visualise, and implement different near real-time data pipeline using open source tools such as Hadoop (and other components), Apache Spark, Python, R, Kafka, Elasticsearch, Logstash, Kibana, Tableau, and Microsoft Power BI

International Initiative for Impact Evaluation (3ie), Washington DC, USA | www.bit.ly/rep3ie
Funded by Bill and Melinda Gates Foundation (USA)
Replication and Data Analytics Consultant, January 2017 to Present
- Conduct replication research to verify and validate evidence based research outcomes on the use of biometrically-authenticated payment system by 19 million residents in India

Wolfgang NZ Ltd, Christchurch | www.wolfgangnz.co.nz
Business Development Manager, November 2016 to Present
- Prepare bi-monthly KPI's reports; create web contents; and provide technical assistance
- Use ETL operations and Elastic stack to process and analyse web logs data for anomalies detection and provide other actionable business insights
- Provides different business intelligence solutions to improve business process
- Redesigned Wolfgang's website and manage social media accounts for improved SEO, web traffic, digital branding, and productivity
- Researched, developed and manage new business subsidiary (**Fox Autos (NZ)**, Christchurch | www.foxautos.co.nz)
  - ✓ Designed and optimised car inventory website for high traffic and conversion; created digital marketing strategies and campaigns via Google Adwords, Facebook and TradeMe
  - ✓ Create sales analytics from Japan auctions databases using SQL queries to effectively select and buy cars at the most affordable rates
  - ✓ Manage clients' accounts in South Island and increase sales using targeted marketing
  - ✓ Develop partnership and secure new opportunities with suppliers in Japan and Europe
  - ✓ Create dashboards, interactive visualisation and monitoring system from queried database using Tableau and Microsoft Power BI

Event Team Leader, August 2014 to July 2017
- Coordinated and monitored events for 100% compliance with city council liquor acts
- Delegated task and supervised event operations to increase team productivity

Globafrique Consulting Inc., Lagos, Nigeria
Business Analyst, June 2011 to May 2014
- Designed and implemented different economic and business policy projects
- Conducted independent policy research and presented reports to business partners and clients
- Day to day management of clients projects in the areas of data analytics and business intelligence services

- Created advanced Excel formulas and data analysis tools as business solution tools.

TECHNICAL SKILLS

- **Business Intelligence Tools** : - Microsoft Word, Excel, Access, Power BI, Tableau, SPSS, E-Views, WordPress, Google Analytics, and Facebook Ad Manager

- **Big Data Technologies** :- Hadoop, Spark, HDFS, Map Reduce, Pig, Hive, YARN, HBase, Oozie, Flume, Kafka, Sqoop, Flink, Storm, SQL, Hortonworks, Cassandra, MongoDB, Elastic Search, Kibana, Logstash, Anaconda, Python, Scala, Zeppelin, Jupyter, R, Stata, and GAUSS

- **Cloud Based Solutions** :- Block Storage, Computing, Cluster Management and Other Amazon Web Services

- **Data Modelling and Machine Learning** :- Macroeconomic modelling and simulation, Text and Non-text data, Supervised and Unsupervised Machine Learning.

- **Research** :- Business, Digital Marketing, Econometrics, Replication and Applied Economics

- **Domains** :- Retail, Social Media, Economy, Education, IT, Banking, Health, ecommerce, Telecommunication and other service sectors.

EDUCATION

University of Canterbury, Christchurch | July 2014 to June 2017
- PhD in Applied Econometrics
- Specialisation: Big Data Analytics, Modelling & Simulation

University of Lagos, Nigeria | August 2011 to April 2013
- M.Sc in Economics | Grade: Second Class Honours Division A | Best Research Project 2013
- Minor: Applied Economics

Olabisi Onabanjo University, Nigeria | June 2005 to April 2009
- B.Sc in Economics | Grade: Second Class Honours Division A | Best Research Student 2009
- Minor: Econometrics and Microeconomics

CERTIFICATION

University of California, Berkeley, USA (edX Verified) | December 2016
Certificate for Distributed Machine Learning with Apache Spark

Northwestern University, USA (courser.org) | January 2017
Content, Advertising, and Business of Social: Monitoring, Listening, and Marketing

PUBLICATION

Over 20+ published articles listed on Google Scholar | www.bit.ly/akin-papers

PORTFOLIO

Check out the interesting projects have done on my Github page (www.github.com/aaa121) and Databricks repositories (on request)

INTEREST

Jiu-jitsu: Engage in traditional Japanese martial art for self-defence and meditation

REFEREES

On request