ANTHONY UKPONG

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https://anthony-u-ds.github.io/

>> DATA SCIENCE | MACHINE LEARNING | PROCESS AUTOMATION

MOTIVATION

I am passionate about solving business problems using Data Science & Machine Learning and Process Automation. 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, Keras), SQL
Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis
Web Design & App Development: Dart, Django, Celery, HTML, JavaScript, C-Panel,
Others: Statistics, GitHub, Data Visualization, MS Office, Tableau, Jupyter Notebook, AWS, Firebase, Postgres Db, Databricks, PySpark

EXPERIENCE

Director of Marketing & Product Development- Digital Missionary
JUNE 2011 - PRESENT

- Owner of entire product lifecycle for data analytic application solutions for various commercial clients, from concept design to APK installation and dashboard/admin deployment
- Spearheaded website development using HTML, CSS, Figma, Adobe Creative Suite, and JavaScript for numerous small and mid-sized business clients.
- Executed the development and creation of MVPs and product demos for startup web applications using Dart, Flutter, AWS or Google Firebase
- Managed website hosting and database administration for multiple clients using C-Panel

Revenue and Data Analyst – American Airlines
APRIL 2017 - OCTOBER 2023

- Developed a real-time ticket booking spike reporting tool utilizing Python, SQL, and Tableau to analyze hundreds of unusual reservations per minute, providing high and low-level visualizations and trend analysis for management and Directors and saving the company over $2million per annum from illegal bookings.
- Enhanced the performance of a 110 million row Teradata SQL database by rewriting it with PySpark and Databricks resulting in a 10X increase in speed and over $100,000 in annual cost savings.
- Utilized machine learning models to predict ideal pricing fare ladders in competitive markets, leading to significant incremental revenue growth built of learnings from A/B testing.
- Designed a tool using Keras and python to generate summary natural language reports built of complicated structured pricing data, improving report utilization by 200% and reducing competitive response time by 73%
- Collaborated with other airlines as part of a Joint Business Partnership to develop revenue optimization strategies across American Airlines, British Airways, Finnair and Iberia and trained partners on inhouse software tools.

Customer Support Asst Manager/Team Lead – Delta Air Lines
APRIL 2013 – March 2017

- Managed a team of 30 front line customer service reps and provided in person as well as phone support. By providing data driven training and support, my teams were always among the top 3 performing teams in the call center
- Utilized knowledge of Microsoft excel, Hyperion, Deltaterm, Axis and Citrix applications to provide data driven process improvements.

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PROJECTS

Customer Churn Analysis

- To address rising churn rates, I developed a customer churn model using Logistic Regression in Python. Customers identified with a high probability of leaving (over 75%) were enrolled in a retention program, resulting in a 24% reduction in churn compared to the control group.

"Let's get to know you" Customer Segmentation

- Applied k-means clustering to grocery transaction data to categorize customers into distinct "shopper types." This segmentation enhanced our understanding of customer behavior over time and enabled more accurate targeting with relevant content and promotions.

"Healthy earnings" Forecasting

- Developed a time series model to forecast the next 30 days of daily hospital revenue based on historical data. The project's goal was to use these forecasts to provide insights and recommendations to upper management and stakeholders.

EDUCATION

MSc (Data Analytics) 2024 - WGU, UT

BSc (Business - I.T. Management) 2018 - WGU, UT

COURSES & CERTS

DATA SCIENCE INFINITY

Actionable Learnings: Data extraction and manipulation are conducted using SQL, with statistical concepts such as hypothesis testing applied to assess the effects of A/B tests. GitHub is utilized for version control and collaboration, while Python is employed for data analysis, manipulation, and visualization. Data preparation for machine learning includes handling missing values, encoding categorical variables, addressing outliers, scaling features, selecting features, and validating models. Machine learning algorithms are implemented for regression, classification, clustering, association rule learning, and causal impact analysis to evaluate the impact of events over time. Machine learning pipelines are created and managed to streamline preprocessing and modeling, and these pipelines are deployed to live websites using Django and Heroku, transforming business problems into actionable data science solutions.