Aluya Omofuma

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EDUCATION

The George Washington University, Washington, DC   May 2020
Master of Science, **Data Science (GPA: 3.7)**
Relevant Coursework: Behavioral Economics, Time Series Forecasting, Machine Learning, Data Visualization, Data Mining

Stony Brook University, Stony Brook, NY   December 2017
Bachelor of Science: Technology Systems Management and Applied Mathematics & Statistics
Minor: Mechanical Engineering
Relevant Coursework: Decision Science (Optimization), Operations Research (Deterministic and Stochastic Models)

TECHNOLOGY SKILLS

Programming Languages: Python, Matlab, Javascript, SAS, R, R Shiny
Tools: AWS, Tableau**,** MySQL, R and VBA for Excel

RELEVANT WORK EXPERIENCE

Sparkist, *Analytics Lead/Co-Founder, Denver, CO*   **Oct 2016 to Present**
- Designed, built and managed descriptive data collection systems to inform performance of software product.
- Actively oversees market research using quantitative and empirical methods to determine feasibility of projects.
- Presents findings/insights from market research to support efficient decision making.
- Built WordPress application for client and successfully executed contract with subscription business.
- Liaised with client and software developers to ensure website accurately reflected business image.

Data & Business Intelligence Intern, *Switchpitch, Georgetown, Washington, DC*   **June 2019 – August 2019**
- Actively worked with Mixpanel to track events and monitor user actions on SaaS product.
- Built Tableau dashboard to track KPI like user activity, conversion rate, churn rate and customer lifetime value.
- Increased customer retention by analyzing SaaS metrics to determine trend rate and marketing value.
- Collaborated with colleagues in different departments to design data-driven analysis and solutions

Research Assistant, *Department of Psychiatry, Columbia University Medical Center, NY*   **May 2018 – December 2018**
- Supported data analysis to investigate occurrence of neurogenesis in seniors.
- Performed data preprocessing to extract 50 relevant observations from a dataset containing over 2000 patients
- Confirmed hypothesis that supports variability in cerebral spinal fluid content between control and treatment group.

Research Assistant, *Department of Technology and Society, Stony Brook University, NY*   **May 2017 – December 2017**
- Drafted executive summaries on hospital investment in medical equipment and supplies
- Performed qualitative analysis and recommended strategy on investment and benefits of laparoscopic surgery

PROJECTS

Churn Analysis Model *with Python*   **February – April 2020**
- Performed data mining to identify KPI for customer churn
- Used ML algorithms and Survival Analysis to model churn and evaluated the performance of both models

Regression Analysis of the Olympic Games *with R Studio*   **August – December 2018**
- Confirmed bias for host nations in Olympic games using hypothesis testing.
- Predicted performance of Japan in upcoming Tokyo Olympics using a Linear Regression model with accuracy of 86%

Cluster Analysis of Marketing Offers *with Python*   **April – May 2018**
- Used K-Means clustering to segment customers based on reactions to different marketing offers.
- Determined most impactful marketing offers by measuring ROI of customer segments.

Schedule Builder *with VBA for Excel*   **May – August 2017**
- Created class selection platform for students to organize schedules.
- Installed protocol to avoid overwrite conflicts (i.e. to prevent time conflicts when making schedule).
- Successfully designed user-friendly interface

LEADERSHIP AND AWARDS

Customer Analytics Certificate, *Coursera*   **May 2020**
GW UNICEF Club, *Advocacy Member*   **August 2018 – May 2019**
Global Data Visualization Hackathon, *3rd place winner*   **April 2019**
National Society of Black Engineers, Stony Brook Chapter, *Senator*   **May 2014 – May 2016**