

# Babaniyi Olaniyi

DATA SCIENTIST · BUSINESS INTELLIGENCE ANALYST

Ripollet, Barcelona Spain

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“Without data you are just another person with an opinion.”

## Summary

Data Scientist who takes pride in building models and performing data analysis with the aim of transforming them into insights for strategic decision making. I used my skills to help an organization understand customer experience across product search channels thereby achieving a 7% improvement in customer experience rate. Highly skilled in machine learning, data visualization, and creative thinking.

**Technologies:** Python, SQL, PostgreSQL, R, Tableau, Microsoft Excel, Django, PySpark, Tensorflow, GCP, RStudio, ETL, Matplotlib, Seaborn

**Skills:** Machine Learning, Data visualization, Data analysis, NLP, Deep learning, Statistics, Critical thinking, Problem solving, Communication

## Work Experience

### Noustique Perfumes / The Alchemist Atelier

Barcelona, Spain

DATA & BUSINESS INTELLIGENCE ANALYST

Oct. 2019 - Present

- Exploring data to find actionable insights and make recommendations through acquisition funnels, customer lifetime modeling, segmentation, cohort & journey analyses thereby increasing sales by 5%.
- Designed 5 financial dashboard to keep track of revenue, departmental budgets and expenses as well as KPIs of business metrics resulting in an increase in operational efficiency and reducing redundancy by 15%.
- Analyze conversion funnels and customer intent, measure ROI of advertising campaigns with an eye for what drives business performance, investigating and communicating areas for improvement in efficiency and productivity.
- Clustered customers according to their purchasing behaviour and created a model for predicting customer satisfaction and consumer spend thereby decreasing acquisition cost by 10%

### DatasetDaily

Barcelona, Spain

FREELANCE DATA SCIENTIST

May 2019 - Present

- Created a song recommendation engine that suggests songs to users based on song titles using data scraped from Spotify API.
- Built a model that acts as a filter or auto-moderator for toxic and hateful comments to the groups: toxic, severely toxic, obscene, threat, insult, identity attack and sexual explicit
- Used a combination of ensemble methods and logistic regression to identify fraudulent transactions.

### Institute of Economic Analysis (IAE CSIC)

Barcelona, Spain

RESEARCH ASSISTANT

July 2019 - Sept. 2019

- Created and programmed an end-to-end user-friendly python web scraper using selenium that allows users to seamlessly download data.
- Helped with large survey research projects and provided research support for data processing operations.

### Rivers State University

Port-harcourt, Nigeria

RESEARCH ASSISTANT

Nov. 2016 - Sept. 2017

- Applying statistical analyses & analytical methodologies on advanced analytics projects for undergraduate students.
- Conduct literature reviews, served as teaching assistant, review and edit data to ensure completeness and accuracy of information.
- Transforming data into actionable insights, performing data analysis and special reports for key clients to identify data-driven trends and understand what matters and why

## Education

### University of Paris 1: Pantheon-Sorbonne and Autonomous University of Barcelona

Paris, France

M.S. IN QUANTITATIVE ECONOMICS

Sep. 2017 - July 2019

- European Union Erasmus 47000€ scholarship recipient

### Kwara State University

Ilorin, Nigeria

B.S. IN MATHEMATICS AND STATISTICS

Sep. 2012 - June 2016

- CGPA 3.81/4.0
- Best Graduating Student, School of Statistics and Mathematics
- Used Logistic Regression, LDA and KNN to build a model that predicts if a customer will default on loan payment or not

## Personal Projects

### Detection of Parkinson Disease

**TECHNOLOGY STACK:** PYTHON, STREAMLIT, XGBOOST, SQLITE, HEROKU

- Created a model that stores a person's information and detect the present or absence of parkinson disease based on some health measurements.

### Networks in Customer Analysis

**TECHNOLOGY STACK:** R, RECOMMENDER SYSTEM, NLP

- Created a community detection model on Amazon data to understand the association between customers, reviews and products. Then i performed sentiment analysis of customers reviews and built a model for classifying them. Finally, I created a model that recommends products to users based on their reviews.