# Babaniyi **Olaniyi**

DATA SCIENTIST · BUSINESS INTELLIGENCE ANALYST
*Ripollet, Barcelona Spain*

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*"Without data you are just another person with an opinion."*

## **Sum**mary

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 analysis & visualization, statistics and econometric modelling.

**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

## **Wor**k 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 — *April 2020 - 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 following 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.

## **Edu**cation

### 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 the probability of defaulting on a loan payment.

## **Per**sonal 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, PYTHON, kNN, 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.