Babaniyi Olaniyi

Well-qualified Data Scientist experienced working with vast data sets to break down information, gather relevant points and solve business problems. I am deeply excited about the time we live in and the rate at which data is being generated and transformed as an asset hence i am keen to leverage my knowledge of data science and machine learning to solve business problems and achieve organizational goals.

WORK EXPERIENCE

Business Intelligence Data Analyst, October 2019 – Present

Noustique Perfumes S.L / The Alchemist Atelier, Barcelona, Spain

1. Leveraged analytics to drive business development, productivity and process improvement and marketing strategies, including customer lifetime modeling, acquisition, retention, win backs and monetization increasing sales by 5% applying machine learning and time series techniques.
2. Solving business problems in customer analytics & campaign effectiveness by working closely with marketing teams to develop reports and analysis that are turned into insight and using customer data to gain insights into their behaviour and try to predict their future actions.
3. Designed 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 & maximizing revenue growth.
4. Designed surveys that regularly measures and predicts employee satisfaction levels and report results to senior management.
5. Assist the finance director in designing & implementing internal processes (purchases, sales and treasury), managing procurement process (review of invoices, preparation of payments), tax reviews and account record management.

Graduate Research Assistant, July – September 2019

Institute of Economic Analysis (IAE CSIC), Barcelona, Spain

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

PROJECTS/PUBLICATIONS

1. **Networks in Customer Analysis:** Used community detection algorithm on Amazon users to understand the association between customers, reviews and products. Finally, I performed sentiment analysis of customers comments and built a model for classifying the reviews.

2. **Customer Spend, Satisfaction and Segmentation using Machine Learning Techniques:** Clustered customers according to their purchasing behavior and product they bought, then I compared the accuracy of different models (XGBoost, Ensemble methods, etc.) for predicting customer satisfaction and consumer spend (ElasticNet, Ridge, etc).

3. **Effects of Macroeconomic Variables on the GDP of Nigeria:** I worked on analyzing the economic sectors that contributes the most to GDP and classified these sectors based on their importance using principal component analysis.

EDUCATION

Cipsa Academy, 2019 – Present (Part-time)
Consultant SAP Business One

Autonomous University of Barcelona, 2019
MS Quantitative Economics

Kwara State University
BS Statistics, 2016

CONTACT

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SKILLS & TECNOLOGIES

Python, SQL, MySQL, R, Tableau, Django, Flask, TensorFlow, Microsoft Excel, Machine Learning, Data Science, Data Analysis, NLP, Deep learning, Statistics, Data modeling,

ACCOMPLISHMENTS

- European Union Erasmus Mundus €47000 Award Recipient, 2017.
- Best Graduating Student, School of Statistics & Mathematical Sciences, 2016.
- Clustered customers according to their purchasing behaviour and created a model for predicting customer satisfaction and consumer spend thereby decreasing customer acquisition cost by 10%.
- Helped management understand buyer experience across product search channels. Achieved a 15% improvement in buyer experience rate.

EXTRAS

DataCamp, *Data Scientist path*
Learned how to: program in popular data science languages, properly manipulate, make predictions using statistics and machine learning and how to utilize collaboration tools like Git and SQL database.

DatasetDaily, *Contributor*
Perform various statistical & data analysis for a group of over 2000 people worldwide.