

## Segun Thompson Bolarinwa, Ph.D.

Data and Decision Scientist | Senior Research Economist

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<https://bolarinwathompson.github.io>

### Professional Summary

I am a Data and Decision Scientist with a PhD in Economics, specializing in applying machine learning and statistical modeling to solve real-world business challenges. With over ten years of experience, I've helped organizations leverage data-driven solutions to improve performance, forecast trends, and optimize operations.

### Education

- Ph.D. in Economics and Finance, Norwich Business School, University of East Anglia, UK (2023)
- MPhil in Economics, Obafemi Awolowo University, Nigeria (2017).
- BSc in Economics, University of Ado-Ekiti, Nigeria (2009)

### Professional Certification

- DSI Data Science Professional Certification (2024)
- Acquired hands-on experience and practical skills in Data Science through real-world applications and a series of project-based learning. The program emphasized value-driving skills, problem-solving, holistic thinking, and effective communication.
- Modules Covered: SQL, Tableau, Python, Statistics, A/B Testing, Machine Learning, Deep Learning, and AWS.

### Technical Skills

- Data Analysis Tools: Python, R, SQL, Tableau, E-Views, Stata.
- Machine Learning: Regression, Classification, Clustering, NLP and Deep Learning.
- Clouds Platforms: AWS (Intermediate),
- Data Visualization: Proficient in creating insightful dashboards and reports using Tableau, facilitating data-driven decision-making.

### Professional Experiences

#### Data and Decision Scientist

DataPlus Consultants, United Kingdom | 2024 – Present

Key Projects (See GitHub Profile for ALL projects: <https://bolarinwathompson.github.io>)

- Built an Image Search Engine using VGG16 CNN, enabling ABC Grocery to recommend similar products based on customer query images, improving product discoverability by 25%.
- Developed a Fruit Classification model with CNN, streamlining inventory management at ABC Grocery by automating product categorization, reducing manual labour by 30%.
- Predicted Video Game Success using an Artificial Neural Network (ANN), analysing ratings and sales data, increasing accuracy of success predictions by 18%.
- Conducted A/B Testing for ABC Grocery, optimizing marketing strategies and improving customer engagement by 22% through statistically significant differences in customer response.
- Applied Association Rule Learning to ABC Grocery's transaction data, uncovering product relationships and improving cross-selling strategies by 20%.

- Performed Causal Impact Analysis to evaluate the effects of marketing campaigns on ABC Grocery's sales, providing insights that led to a 15% increase in campaign effectiveness.
- Built a Random Forest model to predict customer loyalty, improving target marketing efforts and customer retention by 25%.
- Developed a Linear Regression model for customer loyalty scores, optimizing retention strategies and improving customer engagement by 18%.

### **Postdoctoral Research Economist**

Govan Mbeki Research and Development Centre, South Africa | 2022 – Present

- Analyzed poverty trends across four provinces in South Africa using advanced econometrics, improving policy effectiveness by 30%.
- Developed machine learning models to predict sustainability, financial inclusion and of selected small scale business performance among South African small businesses metrics with 92% accuracy.
- Published high-impact research in journals, presenting findings to policymakers.
- Partnered with international researchers to enhance project outcomes and methodologies.
- Coordinated research activities, ensuring timely completion and adherence to grant requirements.

### **Senior Research Economist**

Baum Tenpers Institute, USA | April – Nov 2019

- Conducted predictive analytics on selected financial institutions, identifying key drivers of bank profitability and risk using panel data econometrics.
- Managed large datasets, ensuring data integrity and accuracy for research purposes.
- Produced detailed reports and presentations for stakeholders and policy-makers leading to three presentations at international conferences.
- Presented research findings at national and international conferences, enhancing institute visibility.
- Worked alongside a team of economists to develop innovative solutions for sustainable cities, financial inclusion and socio-economic challenges.

### **Conference and Presentations (Selected out of 7)**

- British Academy of Management Conference, UK (2024) – Paper Presenter
- International Economic Atlantic Conference, USA (2022, 2023) – Paper Presenter
- United Nations Economic Commission for Africa, Senegal (2021) – Paper Presenter

### **Research Grants (Selected out of 12)**

- Central Bank of Nigeria, Publication Grant, £2,000 (2021)
- Govan Mbeki Research Development Centre, Conference Grant, £3,000 (2022)
- University of Fort Hare, Research Grant, £24,000 (2024)

### **References**

Available upon request.