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ABOUT ME

I'm a data professional passionate about transforming data into actionable insights. With expertise in basic ETL pipelines (Extract, Transform, Load), machine learning, analytics, data visualization and web applications, I help organizations make data-driven decisions.

WORK EXPERIENCE

Royal Mail (Parcel Force Worldwide) Barnsley, United Kingdom

Building the Future Advisor (Migration Analyst)
11/2024 – 12/2025

Conduct customer engagement analysis by evaluating outbound call campaign data aimed at existing PFW customers under the Building the Future initiative to derive insights and recommend data-driven improvements.

Manage and track customer segments through the programme lifecycle, analyzing interaction patterns and providing actionable reports to improve engagement and retention.

Deliver system usage insights to stakeholders by summarizing data trends and customer feedback related to system functionality and adoption.

Monitor and analyze customer readiness metrics, arranging follow-ups based on behavioural indicators and key performance indicators to support the Building the Future initiative.

Log, clean, and structure discussion data with customers for analytical purposes, enabling trend analysis and reporting for senior stakeholders.

Independently manage project timelines and communication schedules, ensuring timely data collection, analysis, and reporting aligned with customer engagement goals.

Collaborate cross-functionally with RM and PFW CE teams to escalate, analyze, and track customer queries, ensuring continuous data-informed engagement.

Maintain adherence to performance and data quality standards, using KPIs to measure the success of outreach and support efforts.

Support email-based customer analytics for ten designated roles, analyzing sentiment, query types, and response effectiveness with supplemental insights from occasional outbound calls.

PASSNFLY Barcelona, Spain

Data Analyst and Researcher
12/2022 – 04/2023

Performed extensive online data research leveraging both quantitative (e.g., statistical analysis, numerical trend identification) and qualitative (e.g., sentiment analysis, user behavior patterns) research methods to support business intelligence and decision-making.

Executed end-to-end data analysis by collecting, cleaning, and transforming datasets using Python (Pandas, NumPy, Matplotlib), SQL (for database querying and joins), Google Sheets (for collaborative analysis and dashboards), and Tableau/Dash (for building interactive and visual reports).

Applied machine learning techniques such as clustering, classification, and regression to uncover predictive patterns, segment users, and support data-driven product improvements.

EDUCATION AND TRAINING

09/2023 – 09/2024 Derby, United Kingdom

Masters in Big Data Analytics University of Derby

Website https://www.derby.ac.uk

09/2011 – 10/2016 Ado-Ekiti, Nigeria

Bachelor of Engineering in Petroleum Engineering Afe Babalola Univerity Ado-Ekiti

Website https://www.abuad.edu.ng

SKILLS

Python | SQL | Tableau | Dash | Scikit-learn | Spark | Google Cloud

PROJECTS

01/2024 – 02/2024

Sales Revenue Analysis

Project Goal: To develop a system that analyses/predicts the revenue of businesses.
Project Outcome: A regression model was built to predict sales revenue to aid business owners to make informed decisions.
Project Methods: Machine learning, Data Analysis,Tuning, Python, Pyspark, SQL, Visualisation.

Link https://github.com/chidex-coder/Big-Data-Processing/blob/main/ProcessingBigData.ipynb

05/2022 – 05/2022

Customer Segmentation

Project Goal: To develop a system that segments customers into various categories.
Project Outcome: A K-Means algorithm was built to segment customers in clusters to aid more customer retention.
Project Methods: Scikit-learn, Data Analysis, Python.

Link https://github.com/chidex-coder/Customer-Segmentation/blob/main/Customer Segmentation-2.ipynb

HONOURS AND AWARDS

03/2022 Alison

Diploma in Using Python for Data Science

Link https://drive.google.com/file/d/1EeokLiELmkOc9g-TgbzwEoIKRT3KPjsw/view?usp=sharing

11/2022 Udacity (Masterschool)

Certificate of Completion in SQL

Link https://confirm.udacity.com/RHLU3KTW

02/2022 Simplilearn

Certificate of Completion for Machine Learning

Link https://drive.google.com/file/d/1oOdE5a8s8tp2qLEL8TVn8EbZn7LXXpXY/view?usp=sharing

ORGANISATIONAL SKILLS

Soft Skills

- Excellent communication and interpersonal skills
- Strong problem-solving and decision-making abilities
- Time management and organizational skills
- Ability to work well in a fast-paced and challenging environment
- Patience and empathy.