JOSEPH EKENG

DATA SCIENCE | ANALYTICS

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2892330874
https://github.com/ddondada9/jekeng

MOTIVATION

*I am passionate about solving business problems using Data Science & Machine Learning. I **systematically** & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning, and always looking to improve.*

SKILLS & TOOLS

Programming: SQL, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn, Keras), R, SAS, R

Tools: Excel, Tableau, Github, AWS (S3, Lambda, IAM, EC2, SageMaker, RDS, DynamoDB, Glue)

Math: Linear Algebra, Statistics (Hypothesis Testing, AB Testing, Central Limit Theorem, Distributions)
Sentiment Analysis

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis, Neural Networks

EXPERIENCE

Business Analyst - YOUNG SIMBA MUSIC CONSULTING

SEPTEMBER 2020 – APRIL 2023

- - Conducted in-depth analysis of sales trends and client data using Excel, identifying opportunities for revenue growth and process optimization, leading to $5K-$10K MRR.
- - Created interactive Excel dashboards and reports to visualize performance metrics, supporting Return on Ad spend and monthly recurring revenue
- - Streamlined reporting workflows by leveraging advanced Excel functions, including INDEX-MATCH, conditional formatting, and macros.
- - Evaluated marketing campaign performance using statistical tools, resulting in strategic adjustments that increased lead conversion rates.

SALES ANALYST - ONTARIO CONSERVATORY OF MUSIC

MAY 2023 - DECEMBER 2023

- - Collected $45,000 in registration fees and contributed to generating $340,000 in annual recurring revenue within 10 months by analyzing sales trends and optimizing strategies.
- - Developed Excel-based dashboards to monitor key performance indicators (KPIs), including revenue growth, lead conversion rates, and sales pipeline performance.
- - Analyzed data from a lead acquisition booth, generating over $14,000 in registration fees in 8 weeks, and utilized statistical analysis to identify high-performing venues.
- - Automated reporting and data cleaning processes in Excel using functions like pivot tables, Power Query, and VLOOKUP, improving efficiency and reducing errors.
- - Provided actionable insights through data analysis to guide sales strategies, ensuring consistent achievement of sales targets.

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PROJECTS

Grocery Delivery Optimization

- Created & applied a Genetic Algorithm in Python to search out a near-optimal route across 10 addresses. This lead to estimated savings of up to 50% in both delivery time and fuel consumption over a route based upon transaction order alone. This approach could be utilised across many industries as a way to find more optimal solutions.

"You Are What You Eat" Customer Segmentation

- Used k-means clustering on grocery transaction data to split out customers into distinct "shopper types" that could be used to better understand customers over time, and to more accurately target customers with relevant content & promotions

Python predictive analysis project

- Objective: Explore travel industry trends and identify key factors that influence the purchase of travel insurance. Develop customer profiles and develop data-based strategies to best modify products, improve marketing methods, and better suit the needs of a diverse customer base.
- Outcome: The three main factors that impact travel insurance have been previous travel habits, income and age. Achieved 85% model accuracy in predicting customer behavior using Python, enabling better marketing targeting strategies.

Tools Used

- Python: K – means clustering, Decision trees, Logistic Regression

Auto Crime Theft Analysis in the Greater Toronto Area | 2024

Data Visualization Class Project
- Objective: Developed a Data Visualization presentation highlighting the rising trend of auto crime theft in the Greater Toronto Area.
- Outcome: Effectively communicated the crime rate increase in Toronto and proposed effective solutions to combat this alarming trend.
- Tools Used:
- Tableau: Created interactive visualizations to present data insights effectively.
- SAS: Cleaned data and created derived variables for deeper analysis.

COURSES & CERTS

Data Science Professional Certification (Data Science Infinity)

Actionable Learnings: Extracting & manipulating data using SQL. Application of statistical concepts such as hypothesis tests for measuring the effect of AB Tests. Utilising Github for version control, and collaboration. Using Python for data analysis, manipulation & visualisation. Applying data preparation steps for ML including missing values, categorical variable encoding, outliers, feature scaling, feature selection & model validation. Applying Machine Learning algorithms for regression, classification, clustering, association rule learning, and causal impact analysis for measuring the impact of an event over time. Machine Learning pipelines to streamline the ML pre-processing & modelling phase. Deployment of a ML pipeline onto a live website using Streamlit. Using Tableau to create powerful Data Visualizations. Turning business problems into Data Science solutions.

EDUCATION

Seneca College: Business Analysis Certificate, Dec-2024
Humber College: Business Management Diploma, 2018