EMMANUEL KANATI

Data Scientist/Analyst

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Portfolio website: https://ekanati.github.io/

Professional Summary

I am passionate about using Data Science and Machine Learning to solve business challenges.
My enthusiasm lies in leveraging data to address business challenges effectively. I strategically leverage my skills to bring tangible value to the team, business, and end-users. I am a continual learner, always seeking ways to improve. My portfolio showcases a collection of data science projects, each intricately designed to deliver substantial business impact.

Skills & Tools

Programming	SQL (MySQL, MSSQL, PostgreSQL)| Python (Base, Pandas, Numpy, Matplotlib)
Machine Learning	Linear Regression| Logistic Regression | Decision Trees | Random Forest |KNN | k-means | PCA |Association Rule Learning |Causal Impact Analysis
Others	Statistics | Data Visualisation |Power BI |Tableau |MS Office | Jupyter Notebook | AWS

Experience

Institute of Health and Wellbeing
Data Science & Analytics
01/2023 – 07/2023

- Analysed health data from diverse sources using SQL and Excel, providing stakeholders with data-driven insights and actionable recommendations for strategic decision-making.
- Developed and maintained databases, designing efficient data models and implementing ETL processes resulting in data accuracy, security, and compliance with industry standards.
- Created dynamic reports and interactive dashboards using Power BI, effectively communicating complex data insights in a clear and visually compelling manner.

Right To Play
Data and Project Coordinator
09/2020– 08/2022

- Used SQL and Excel to extract, manipulate and transform data as well as Power BI to analyse project metrics, identifying areas for improvement as well as to identify trends, patterns, and insights for decision-making.
- Conducted comprehensive business process analysis, resulting in recommendations for process improvements that led to a 20% increase in overall efficiency.
- Identified trends and patterns in project data, resulting in a 15% increase in project efficiency and cost savings through optimised resource allocation.

Hyperlink Africa
Business Intelligence Analyst
08/2019 – 09/2020

- Conducted in-depth market analyses using BI tools such as Tableau and Power BI, identifying critical trends and

opportunities to enhance the effectiveness of digital marketing campaigns and multimedia offerings.
- Produced weekly performance reports and interactive dashboards for 30 digital marketing campaigns which significantly contributed to a 10% increase in client satisfaction which empowered effective decision-making processes within the team.
- Led the development and implementation of data-driven strategies, optimising digital marketing initiatives and delivering a 20% increase in user engagement.
- Took charge of bi-monthly market research initiatives, consistently uncovering a minimum of three emerging opportunities per quarter using market research tools and structured analysis to guide product development and marketing strategies.

Hyperlink Africa
Data and Insights Analyst
06/2017 – 08/2019

- Provided insights to clients about their business processes, brand perception, staff performance and customer journeys.
- Conducted detailed data cleaning and pre-processing procedures on extensive datasets performing in-depth data analysis on customer behaviour using SQL.
- Delivered actionable insights during monthly meetings while fostering strong client relationships through transparent and effective data communication, attaining a 95% client satisfaction rating.

Projects

Exploring Product Relationships Using Association Rule Learning
- Used Association Rule Learning to analyse transactional relationships and dependencies among alcohol products in a grocery store, providing actionable insights for category managers to optimise product placement and address customer concerns.

Grocery Customer Segmentation
- Used Applied k-means clustering to analyse grocery transaction data, categorising customers into distinct shopper types. This approach enhances understanding of customer behaviour over time and facilitates more accurate targeting with relevant content and promotions.

Predicting Customer Loyalty Using Machine Learning (Regression)
- Developed a predictive model using Random Forest to accurately forecast customer loyalty enhancing client understanding of customer loyalty and enabling precise tracking, targeting, and communication strategies.

Education

University of Suffolk
MSC in Data Science and Artificial Intelligence
September 2022 to October 2023

University of Ghana
B.A(Hons) in Political Science and French
October 2012 to May 2017