HARRISON GOGO ISAAC
Data Scientist | Data Analytics Specialist

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PROFESSIONAL SUMMARY

Data Scientist & Analytics Specialist with 3+ years of experience transforming complex datasets into actionable business growth. Proven track record of leveraging Python, SQL, and Machine Learning to drive measurable outcomes, including a 28% increase in conversion rates and a 25% boost in operational efficiency. Expert in building end-to-end analytical pipelines—from automated SQL data acquisition to deploying high-accuracy predictive models (97% accuracy). Passionate about bridging the gap between raw data and executive decision-making through advanced statistical modeling and interactive storytelling.

SKILLS SUMMARY

- **Programming:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, SciPy), SQL
- **Databases:** PostgreSQL, MySQL, SQL Server (SSMS)
- **Data Visualization:** Power BI, Tableau, Excel (Advanced Pivot Tables, Interactive Dashboards)
- **Machine Learning:** Supervised Learning (Regression, Classification), NLP, Statistical Modeling, Hypothesis Testing
- **Soft Skills:** Cross-Team Collaboration, Stakeholder Management, Problem Solving, Agile Methodologies

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WORK EXPERIENCE

Data Scientist (Remote) |10alytics, Canada
November 2023 – present

- Developed and deployed high-performance classification and regression model using Scikit-learn to predict customer churn and delivery delays, achieving **97% model accuracy**.
- Engineered automated data acquisition and transformation pipelines using **SQL** and **Excel,** driving a **25% improvement** in overall business performance and reporting speed.
- Applied advanced regression analysis and hypothesis testing to identify hidden patterns in consumer behavior, resulting in a **15% increase** in **forecasting accuracy**.
- Partnered with cross-functional teams to translate complex model outputs into actionable business strategies, directly impacting operational ROI.

Data Analyst – Legend Internet PLC, Nigeria
July 2022 – August 2023

- Analyzed end-to-end sales funnels and customer usage data using **SQL** and **Python**, identifying friction points and successfully increasing lead-to-conversion rates by **28%**.
- Spearheaded a department-wide data validation initiative that reduced entry errors by **25%** and improved the reliability of executive-level reports by **20%**.
- Overhauled legacy reporting processes by implementing automated workflows, significantly cutting manual processing time and enabling real-time data access for stakeholders.
- Managed data collection lifecycles across multiple business units, ensuring data consistency and alignment with corporate KPIs.

PROJECTS

NLP Sentiment Analysis System | Python, NLTK, Flask, Streamlit| *Project Link*
July 2025

- Engineered an end-to-end Natural Language Processing (NLP) pipeline to classify e-commerce product reviews, achieving a high **93% model accuracy**.
- **Developed and deployed** a web-based interface using **Streamlit**, enabling stakeholders to input raw text and receive real-time sentiment predictions.
- Enhanced feedback analysis efficiency by **20%,** providing marketing teams with automated insights to drive product improvement and customer retention strategies

Advanced Sales Funnel & Conversion Analysis | Python, Dash| *Project Link*
June 2025

- Conducted deep-dive analysis on 12,000+ data points, identifying a **6x conversion multiplier** linked to delivery speed ($p < 0.0001$) using rigorous hypothesis testing.
- Pinpointed a **201% variability** in the approval stage via funnel diagnostics, leading to targeted interventions to resolve critical supply chain bottlenecks.
- Designed and launched an interactive Python Dash dashboard with 15+ visualizations, informing a budget reallocation strategy with a projected **20-25%** reduction in **Customer Acquisition Cost (CAC).**

Discount Impact & Profitability Study | SQL, Power BI, Python | *Project Link*

November 2024

- o Designed complex queries using **CTEs and conditional aggregation** in MySQL to evaluate the profitability of a 15% discount campaign across 5,000+ transactions.
- o Uncovered significant sales cannibalization, proving the campaign primarily drove repeat purchases from existing customers rather than acquiring new segments.
- o Translated technical SQL findings into a high-fidelity **Power BI dashboard**, providing executive leadership with data-backed recommendations on future promotional spending.

CERTIFICATIONS & TRAINING

Master Data Scientist | 10alytics, Canada | *Certificate Link*

Issued: April, 2024

- o **Core Competencies:** Advanced Statistical Modeling, Machine Learning (Supervised/Unsupervised) Predictive Modeling, and Exploratory Data Analysis (EDA).
- o **Technical Stack:** Expert-level proficiency in **Python (Scikit-learn, Pandas), SQL, Microsoft Excel, Tableau, and Power BI.**
- o **Hands-on Experience:** Completed end-to-end projects in Predictive Modeling, Feature Engineering, Computer Vision, and Data Storytelling, translating complex model outputs into executive-level insights.

EDUCATION

Bachelor of Technology, Petroleum Engineering (Second Class Upper Division)

Rivers State University, Nigeria

Graduated: September, 2018