JOSEPHINE AMPONSAH B.

DATA SCIENTIST/ANALYST

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🐙 https://github.com/ladyjossy77

SKILLS

- Data Wrangling & Visualization
- Unsupervised Learning
- Supervised Learning
- Time series forecasting
- Statistical Analysis
- Hypothesis Testing
- Web development
- Model Deployment

LANGUAGES/ FRAMEWORKS

- Python, (Scikit-Learn, Sktime, Pandas, Numpy, Seaborn)
- SQL
- HTML, CSS
- Plotly Dash
- Power BI, Power Automate

EDUCATION

BSC CHEMICAL ENGINEERING

KWAME NKRUMAH UNIVERSITY OF SCIENCE & TECHNOLOGY

2015-2019

RELEVANT COURSES

- CALCULUS I, II, III
- PROBABLITY & STATISTICS
- NUMERICAL METHODS
- MATLAB

PROFILE

A practicing data analyst with developed skills in building machine learning models to contribute value to business problems.

PROJECTS

IG-SPAMMER-DETECTION

CLASSIFICATION MODEL

- Built three classification models with precision score of best performing model being 0.86

RETAIL-PRODUCT-DEMAND

HIERARCHICAL FORECAST MODEL

- Built hierarchical time series forecast models to fore product demand with respect to several hierarchies

ECOMMERCE DATA ANALYSIS

EXPLORATORY DATA ANALYSIS

- Explored ecommerce data for descriptive, diagnostic and prescriptive analysis on various subjects related to revenue growth

EXPERIENCE

OPERATIONS ANALYST - LEAD

BROADSPECTRUM LIMITED

2022 - PRESENT

- Performed customer churn analytics on application user data to assess customer growth and diagnose causes of negative trends.
- Undertook market research and A/B testing experiments to build and assess customer response to new features.
- Automated reconciliation process to reduce report building time from 3 days to a few hours.
- Analyzed transactions data and built forecasting models to inform strategic business decisions.
- Lead and trained a team of four on data analytics skills and product knowledge.
- Implemented operational changes as advised by data insights to improve customer experience.