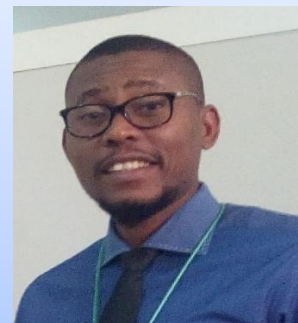


# AKANO, KESIDE. K

Business / Data Analyst

Am a public administrator with vast knowledge in Business management and administration. Managing business and data are interchangeable because you need to understand your data information to design a comprehensible business insight for a driven decision making that leads to touch point for conversion and profit.



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[Github.com/keside](https://github.com/keside)

## PROJECTS

### Sentiment Analysis using Big Data and Cloud Computing

- Operated the Amazon AWS cloud computing platform for data analysis
- Launched Elastic Map Reduce (EMR) instances for data analysis

### Wi-Fi-positioning to predict indoor location

- Applied and evaluated predictive models using R
- Determined a person's physical position in a multi-building indoor space using WiFifingering printing.

### Internet of Things with energy consumption data

- Visualized and analyzed time series data
- Modeled patterns of energy usage in a typical residence

### Customer Buying Behaviour and Patterns

- Identify customer brand preference using classification and predicted profitability of new products using regression.
- Applied Market Basket Analysis using Apriori algorithm to build recommendation system

### Attribution Modelling

- Using Multi-channeling technique to identify different touchpoints to conversion.
- Applying Markov and Heuristics algorithms to get results.
- Using ROAS and CPA for as KPI metric .

## SOFT SKILLS

- Communicative
- Problem Solving
- Teamwork
- Creative Thinker
- Organized

## HOBBIES



## TECHNICAL SKILLS

R

SQL

Tableau

Qlikview

Modeling

Agile

Data Mining

AWS

Machine Learning

## EDUCATION

### Data Analytics and Machine Learning

Ubiquum Bootcamp Academy, Berlin  
09/2019 – 02/2020

- 5-months learn-by-doing program using agile methodology and real-world datasets to cover the end-to-end Data Analytics process in depth

### Masters of Business Administration

Furtwangen University, Business School, B . Wurttemberg  
18-months full-time program  
03/2019 – Present

### Diploma Public Administration

Nigeria Open University, Abuja, Nigeria.  
12-month full-time program  
03/2015- 03/2016

### Bachelor in Industrial Microbiology

Federal University of Technology Owerri  
Imo State, Nigeria.  
09/2002 - 11/2008  
60-months full-time program

## WORK EXPERIENCE

### Assistant Manager

Nigeria Social Insurance Trust Fund  
02/2013 - 02/2019 Abuja, Nigeria

- Supervision of analyzed data
- Statistical analysis and evaluation of data
- Customer data collection and insight

### Business Development Manager (Start-up)

World Bridge Consulting Nigeria  
01/2011 - 01/2012 Abuja, Nigeria

- Marketing our tailor made service to potential client.
- Help organization to solve issues, create values, maximize growth and improve business performance.