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## PROFILE

A highly resourceful, customer-oriented tech-savvy, and versatile data science and analytics expert highly focused and organized with an excellent track record of deploying my expertise towards the provision of business solutions, implementation of techniques and in the design of models to allow seamless and secure movement of data across all business units for insight generation and data driven business decisions. With a team-oriented attitude, I am eager to contribute my abilities and experience in data science and analytics to enhance the experience of the company's users and customers globally.

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## SKILLS/TECHNOLOGIES

Python, SQL, Power BI, Data Structure and Algorithm, Machine Learning, Natural Language Processing, Azure, Research, Critical Thinking, Finance, Strategic Planning, Teamwork, Report Drafting.

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## PROFESSIONAL EXPERIENCE

### Data Scientist at Wema Bank Plc

10/2021 – Present

- Created month on month Product Recommendation Analysis for customers bank wide using Rule Based SQL Script to increase product sales by 80%.
- Created monthly Customer Churn Analysis Report of customers that are likely to churn bank wide using Rule Based SQL Script with an 85% satisfaction score of retained customers.
- Championed Retail Customer Segmentation Analysis for customers bank wide using K-Means Clustering to segment customers into their fee income bucket.
- Provided appropriate technical documentations, Power-BI Dashboards as well as championed Data learning sessions and competition Bankwide which boosted stakeholders understanding of data structures and algorithms, data warehouse design and data analysis process.
- Organized quarterly meetings to engage stakeholders on their satisfaction levels and proffered solutions to better drive stakeholder's satisfaction forward.

### Customer Data Analyst at Access Bank

7/2017 – 9/2021

- Worked alongside a team as main points of contact in all matters relating to customer concerns and needs thereby strengthening customer relationships to achieve long-term partnerships.
- Worked with growth and other internal teams in the development of strategic plans to deliver excellent customer service and meet target KPIs.
- Developed a thorough understanding of Access Bank's products and service offerings to better upsell and cross-sell to customers.
- Contributed thought leadership and best practices, both internally and externally, around Access Bank's go-to-market strategy based on direct engagement with customers.
- Part of the committee that innovated a maiden team (CCOPs) and wrote its Standard Operating Procedure where Customers abroad can initiate banking service seamlessly.

**EDUCATION/ACHIEVEMENTS/CERTIFICATES**

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<b>ACA</b> , Associate Chartered Accountant, Institute of Chartered Accountant of Nigeria	2022
IBM Data Science Professional Certificate	2022
Gender Data Driving Business Decision, Financial Alliance for Women (Data 2x, United Nations Foundation)	2022
<b>MBA</b> , Accounting and Finance Option, Ajayi Crowther University (Distinction)	2019
<b>B.SC</b> , Applied Biology, Bayero University Kano (First Class)	2014

**VOLUNTEER SERVICE**

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Central Prison Visitation, Kano	2011-2014
Millennium Development Goals, Community Development Service	2015
Old People’s Home Visitation, Yaba, Lagos (Corporate Social Responsibility)	2023

<b>LANGUAGES</b>	English, French, Yoruba, Ibibio
<b>HOBBIES</b>	Swimming, Dancing
<b>REFEREES</b>	Available Upon Request