# MARTIN IZEKOR

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## EDUCATION

**University of Port Harcourt, Rivers State**
**Bachelor of Science in Information Management and Technology**          *2011*

## CERTIFICATIONS

- Microsoft Certified: Data Analyst Associate
- Google Data Analytics Professional Certificate
- Tableau Desktop Specialist
- Certified Business Analysis Professional (CBAP)
- SQL Certification for Data Science (IBM)
- Lean Six Sigma Green Belt

## SUMMARY

Accomplished Data Analyst with over 8 years of extensive experience in data analytics, visualization, and business intelligence. Proven success in transforming complex data into actionable insights to drive strategic decision-making. Skilled in leveraging SQL, Python, and advanced visualization tools, with a solid foundation in machine learning and data modeling. Recognized for enhancing productivity through automated solutions and delivering data-driven insights across various industries, including finance, IT, and public services.

Results-driven Data Scientist and Analyst with extensive experience in leveraging advanced analytics, machine learning, and business intelligence tools to drive actionable insights and optimize decision-making. Proficient in building and deploying predictive models, creating real-time dashboards, and implementing data-driven strategies that deliver measurable improvements in efficiency and revenue. Adept at collaborating with cross-functional teams to align technical solutions with business objectives, showcasing strong expertise in Python, SQL, Power BI, Tableau, and cloud-based machine learning frameworks. Recognized for driving innovation through AI-powered solutions, reducing operational costs, and streamlining data workflows. Committed to transforming complex datasets into strategic insights that enhance organizational growth and competitive advantage.

# TECHNICAL SKILLS

- **Machine Learning:** Scikit-Learn, TensorFlow, PyTorch
- **Scripting & Automation:** Python, R, SQL Scripting, Shell Scripting
- **Framework:** Flask
- **Data Analysis & Visualization:** Python (Pandas, NumPy, Matplotlib), SQL, Excel, Power BI, Tableau, Apache (Super-set)
- **Data Management:** SQL, PostgreSQL, Data Warehousing, ETL, Data Cleaning & Transformation
- **Business Intelligence:** Microsoft Power BI, Tableau, Advanced Excel (Pivot Tables, VLOOKUP, Macros)
- **Project Management:** Click-up, Jira, Agile/Scrum Methodologies
- **Collaboration Tools:** Slack, Zoom, MS Teams

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# PROFESSIONAL EXPERIENCE

**Data Scientist / Machine Learning Engineer**

*Turing (Contract)*
*December 2023 - Present*

- Built an LLM-powered application using HuggingFace and LangChain APIs to provide real-time feedback on marketing content alignment, resulting in a 20% increase in lead generation.
- Trained CNN with multi-class image classification that resulted in an accuracy of 95% for the challenging dataset containing over 50,000 images.
- Optimized model performance through hyperparameter tuning, including learning rates, dropout rates, and activation functions, reducing validation loss by 15%.
- Implemented data augmentation techniques such as random rotation, flipping, and color adjustment to enhance model generalization and mitigate overfitting.
- Integration of transfer learning by fine-tuning pre-trained models such as ResNet and EfficientNet to accelerate training and improve classification accuracy.
- The trained model was then deployed as an API with Flask, enabling real-time image classification for end-user applications.
- Configured dashboards and customized reports for public agencies, enabling decision-makers to access real-time data and insights on citizen feedback.
- Produced regular performance reports for government officials, highlighting trends, actionable insights, and feedback metrics to guide policy decisions.

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**Intern Data Scientist/ ML Engineer**

*ExploreAI*
*January 2023 – December 2023*

- Engineered a Python script for web scraping and analysis of customer reviews, generating actionable insights for targeted marketing campaigns.
- Led the development of LLM-based applications, shortening content creation time by 50% using Cuda, Llama-2-70b by writing and calling HuggingFace and LangChain API.
- Collaborated with stakeholders to formulate business strategy and data science approaches, resulting in a 60% increase in project success rates.
- Championed developing and implementing advanced statistical models, utilizing regression analysis to extract actionable insights from complex datasets.
- Presented modeling insights to technical and non-technical stakeholders, fostering collaboration and understanding.
- Developed and maintained over 15 predictive models and machine learning algorithms, achieving a 20% improvement in model accuracy.

## Senior Data Analyst | Federal Deposit Insurance Corporation (FDIC)

*Contract | June 2022 - December 2023*

- Designed and implemented advanced analytics workflows to track and optimize service efficiency, leading to a 25% increase in task completion and a 15% reduction in reporting time.
- Developed SQL-based data models to enhance insights into key operational metrics, enabling decision-makers to improve service delivery.
- Established robust ETL processes to consolidate and clean datasets from multiple sources, achieving data integrity and accuracy for business-critical reports.
- Leveraged Python and SQL for automated report generation, reducing manual data entry time by over 40%.
- Collaborated closely with cross-functional teams to create customized dashboards and visualization tools in Power BI and Tableau, significantly improving stakeholders' access to real-time insights.
- Conducted data-driven scenario analyses to support operational decision-making, including trend forecasting, KPI tracking, and risk assessment.

## Data Analyst | Hilton

*June 2020 - May 2022*

- Built and maintained Power BI dashboards to visualize performance metrics and operational data, resulting in a 20% increase in user engagement across various departments.
- Streamlined data management by integrating data from disparate sources using SQL, enabling efficient access to data insights.

- Developed predictive models using Python (scikit-learn) to support targeted business strategies, including customer retention and resource optimization initiatives.
- Utilized SQL to create efficient queries and optimize database performance, reducing data retrieval time by 30%.
- Delivered regular updates to project managers in an Agile environment, maintaining clear communication and prioritization of tasks based on stakeholder feedback.
- Provided in-depth training on Power BI and data analysis best practices to team members, increasing departmental data literacy.

**Data Analyst | O'Neil Digital Solutions**

*April 2017 – May 2020*

- Spearheaded the creation of automated data processing scripts in Python, reducing manual labor by 35% and ensuring accuracy across datasets.
- Designed and implemented data validation protocols to ensure the integrity and reliability of datasets used for analysis, improving data accuracy by 20%.
- Collaborated with product teams to translate business requirements into data solutions, leading to the successful deployment of various data-driven products.
- Developed custom SQL queries and data aggregation methods to support ad hoc reporting needs, accelerating response times for data requests by 25%.
- Led the integration of analytics tools with customer-facing platforms, enabling real-time data visualization and enhancing customer experience.
- Supported the enhancement of the data warehouse architecture, improving data accessibility and processing speed for business intelligence needs.

## PROJECTS

- **Real-Time Sales Dashboard:** Created a Power BI dashboard that provided real-time insights into sales metrics, enabling proactive adjustments in sales strategy that boosted monthly revenue by 15%.
- **Customer Segmentation Analysis:** Developed a segmentation model using K-means clustering to identify customer profiles, enhancing the effectiveness of marketing campaigns and improving customer targeting by 30%.
- **Predicted Missing Sonic Logs:** Built an ML model in Python to predict missing Sonic logs in an oil well, reducing drilling cost by 60% and lowering equipment transport and damage by 95%.