

Personal Information

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Professional Summary

A dynamic and innovative Data Scientist with 8 years of experience, specializing in predictive analytics, machine learning, and big data techniques. Demonstrated ability in leveraging data insights to drive business strategy and customer retention in the telecommunications industry.

Professional Experience

- 1. Senior Data Scientist, TeleCom Africa** - Accra, Ghana - Jan 2016 to Present
 - Lead a team of 5 data analysts in developing predictive models to reduce customer churn, achieving a 20% reduction in two years.
 - Spearhead the integration of machine learning algorithms in customer segmentation, resulting in a 15% increase in targeted marketing efficiency.
 - Collaborate with IT and marketing departments to implement data-driven strategies.
 - Conduct advanced analytics using Python, R, and TensorFlow to analyze customer behavior trends.
- 2. Data Analyst, Digital Innovations Group** - Lagos, Nigeria - May 2013 to Dec 2015
 - Analyzed web and social media data to inform digital marketing campaigns, increasing customer engagement by 25%.
 - Developed and managed automated data pipelines and interactive dashboards for real-time analytics using Tableau and SQL.
 - Trained junior data analysts in data processing and visualization techniques.

Education

- **Master of Science in Data Science** - University of Ghana, 2013
 - Thesis: "Predictive Modeling for Consumer Behavior in Telecommunication"

- **Bachelor of Science in Statistics** - Kwame Nkrumah University of Science and Technology, 2011
 - Graduated with honors, top 10% of class

Skills

- **Technical Skills:** Proficient in Python, R, SQL, TensorFlow, Tableau, and machine learning techniques.
- **Analytical Skills:** Expert in statistical analysis, data mining, and predictive modeling.
- **Communication Skills:** Excellent in presenting complex data insights to non-technical stakeholders.
- **Leadership Skills:** Proven track record in leading and mentoring teams for successful project outcomes.

Certifications

- Certified Data Scientist - IBM Professional Certification (2015)
- Advanced SQL for Data Analysis - LinkedIn Learning (2016)

Projects

- **Telecom Customer Retention Project:** Developed a machine learning model to predict and analyze customer churn, leading to a strategic overhaul of customer retention approaches.
- **Market Segmentation Initiative:** Implemented cluster analysis for customer segmentation, enhancing targeted marketing campaigns.

Professional Memberships

- Member of the Data Science Association of Ghana
- Regular attendee of the Africa Data Science Conference

Languages

- Fluent in English and Akan

Interests

- Volunteer mentor for Women in Data Science, Accra
- Enthusiast in AI applications for sustainable development

References

Available upon request.