ADEYINKA OGUNBAJO

US Legal Permanent Resident – No sponsorship required

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PROFESSIONAL SUMMARY

Experienced Data Scientist with a strong foundation in AI, cloud platforms, and customer analytics, skilled at transforming complex data into actionable business insights. Proven track record of using machine learning, statistical modeling, and visualization tools to optimize customer journeys, forecast purchase behavior, and support data-driven decisions. Adept at working cross-functionally with product, marketing, and strategy teams to improve operational efficiency, reduce churn, and drive business growth.

EDUCATION

M.S. Biosystems Engineering – Oklahoma State University, Stillwater, Oklahoma	August 2025
M.B.A Artificial Intelligence – Nexford University, Washington, D.C,	July 2025
B.Eng. Mechatronics Engineering – Federal University of Agriculture	January 2021

Relevant Courses: Predictive Analytics, Big Data and Computing, Data Science, Data Management, Probability and Statistics, & DL.

TECHNICAL SKILLS

Technical: Python, R, SQL, C++, Git, Scala, Perl, Matlab.

Platforms: Excel/Google Sheets, Tableau, SAS, Power BI, Looker, Google Data Studio, Power Platform, Jupyter Notebook, Visual Studio Code, AWS, GCP, Azure.

WORK EXPERIENCE

Graduate Teaching Assistant | Oklahoma State University   August 2023 - Present

- Applied deep learning techniques using Python to forecast streamflow with climatological data, contributing to improved predictive accuracy for environmental modeling.

Data Science Intern (Customer Insights Analyst) | Nabafat.AI   May 2024 - August 2024

- Built a purchase probability model to predict the likelihood of conversion across 500K+ users; insights used to prioritize CRM touchpoints and drive a 19% uplift in re-engagement campaigns.
- Conducted detailed product analytics and mapped customer behavior across SKUs and time windows to recommend pricing tiers and promotion schedules.
- Collaborated with the data engineering team to deploy dashboards in Looker and automated weekly funnel reports for product and CX teams.
- Supported A/B tests on product page design and checkout flows; resulting in UI changes increased checkout completion rate by 14%.

Data Scientist (AI & Insights) | British American Tobacco   November 2022 - August 2023

- Developed an XGBoost and LightGBM-based anomaly detection system on AWS for analyzing over 100M DNS queries, achieving 84% accuracy and reducing false positives to <2%.
- Automated daily threat reports with Python and Tableau, reducing manual processing time by 40%.
- Collaborated with cybersecurity teams to implement data security protocols, safeguarding business assets worth $500M.
- Conducted model validation and back testing using Python to ensure robustness and compliance with risk management standards, enhancing prediction accuracy by 25%.

Data Scientist | Data Scientist Network (DSN Insight Labs)   February 2021 - November 2022

- Developed a real-time fraud detection model using R, XGBoost, and advanced ensemble techniques, reducing fraud incidents by 35% across global payment systems.

- Designed a credit risk assessment pipeline leveraging Python, time-series forecasting, and Gradient Boosting models, improving loan approval accuracy by 25%.
- Built an automated compliance monitoring system using Python and Natural Language Processing (NLP) on legal documents, saving over 1,000 hours annually for the compliance team.
- Partnered with senior executives to present data-driven strategies, using Python for analytics and visualization, leading to a $5M investment in AI-based customer engagement initiatives.

Machine Learning Engineer | Dynasty Technologies   January 2020 - January 2021

- Built a recommendation engine using Python, collaborative filtering, and deep learning, increasing e-commerce sales by 25% through personalized product recommendations.
- Analyzed customer behavior patterns with Python, leveraging clustering algorithms like K-means, leading to a 15% improvement in customer retention strategies.
- Deployed real-time pricing models on AWS SageMaker using Python, boosting competitive pricing accuracy and driving a #200M revenue increase.
- Led cross-functional teams to integrate analytics into marketing campaigns, utilizing Python and data visualization tools, achieving a 30% lift in campaign ROI.

PROJECTS

Marketing Mix Modeling

- Built a regression-based MMM using using Python to analyze 500K+ records and quantify the impact of paid, social, and organic channels on weekly revenue. Applied adstock transformation, lagged variables, and PCA to optimize multichannel spend. Simulated budget shifts led to an 18% projected ROI increase and improved channel attribution accuracy by 22%.

Customer Segmentation Model

- Developed a K-means clustering model on 1M+ customer records to analyze purchasing behavior, improving targeted marketing efforts and increasing campaign ROI by 25%.

CERTIFICATIONS

- **AWS** Certified Machine Learning Specialty| (2025)
- SQL Advanced Certification (**HackerRank**) |2024
- Google Cloud Professional Data Engineer Course (**Google**)| 2022
- Customer Analytics in Python (**365 Data Science**) |2020
- Artificial Intelligence Volunteer Tutor Certificate (**Data Science Nigeria**) |2019
- Hargis Leadership Certificate (**Hargis Institute of Leadership**) |2024

LEADERSHIP EXPERIENCE

Student Liaison Officer | Oklahoma State University   August 2023 - May 2025

- Acted as liaison between students and faculty; coordinated academic feedback and representation.

AI Mentor | Data Scientist Network   February 2020 - July 2023

- Conducted workshops for over 2000 teachers on machine learning techniques, promoting tech adoption in underserved regions.
- Conducted training sessions on the use and adoption of AI to Ogun state government officials.

Founder, AI Club | Federal University of Agriculture   January 2018 - January 2021

- Pioneered Artificial Intelligence Club on campus to mentor young people on AI best Practices and ethical applications.
- Won the best AI Club of the year at the 2019 Artificial Intelligence Bootcamp organized by Data Science Nigeria.