OLUMIDE PETER, AKINWE

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Portfolio website: **https://olumin.github.io/Webpage/**   ○ https://github.com/olumin

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PROFILE SUMMARY

Detail-oriented and logical data analyst with proven ability to communicate with both technical professionals and end users to identify and translate business requirements. 3+ years of experience driving data accuracy and integrity. Strong ability to work with teams to develop valuable process solutions to meet business objectives.

WORK EXPERIENCE

GCTN Technologies, Lagos (March 2022- 2023)
Data Analyst

- Provides analytical support to the company by developing processes to track and monitor sales using data source stored on webpage backend.

- Segment customers using RFM analysis with Tableau, PowerBI, distinguishing customers according to their level of patronage to improve company's marketing strategies.

- Run multiple queries to extract data using SQL from inventory database to make Financial Forecasting in Excel or Python (fairly frequently).

- Personally, implemented ML Algorithms (Logistic Regression) to identify customer preferences, streamline sales to increase revenue.

- Develop automated reports from company data sources supporting executive and divisional reporting needs

- Build quarterly dashboards that display KPIs related to customer and employee performance.

- Create and present quarterly sales reports to the management, providing insights and recommendations for optimization of sales strategies.

Alpha Publishing co. ltd (October 2017-2019)
Data Analyst

- Cleaned, Analyzed and interpreted over 25,000 annual financial data obtained from the organization's production unit for quality RM improvement.

- Detailed financial data in spreadsheets to spot KPIs, identify trends and create revenue & profitability margin using advanced Excel and BI tools.

- Conducted regression analysis to check the effect of prices of products and other variables on the company's revenue growths as well as make source projections and expense forecasts.

- Spearheaded a major pricing restructure by redirecting focus on product cost affecting customer purchasing power and increased average sales by 20% based on insights drawn from analyzed data.

- Presented reports to the senior managements recommending areas of possible improvement for positive sales outcome.

Lagos State Material Testing and Laboratory (March 2015 – Dec 2015)
Data Analyst Intern

- Data extraction and analysis from laboratory test samples, conducted on building materials for quality assurance, including development of dashboards and reports to interpret outcomes to Project managers.

- Performed statistical validation and analysis throughout research and development projects using Excel, Google sheets integrated with the company-based software to support the Research team.

- Reported analyzed data to the quality and compliance officer to check conformance to specification.

- Provided other Administrative supports as assigned by my superiors.

EDUCATIONAL QUALIFICATIONS

- Massachusetts Institute of Technology (MIT)   (2023)
  Postgraduate Certificate: Data Science and Machine learning

- University of Lagos, Akoka   **(**2019-2023)
  Degree in view: MSc (Hons) in Geophysics

- Ondo State University of Science and Technology, Okitipupa **(**2011-2016)
  Degree Obtained: B.Tech (Hons) in Geophysics

SKILLS

TECHNICAL SKILLS

- **Data Analysis:** Python, Advanced Excel, Tableau, PowerBI, Google sheets, IBM Cognos.
- **Data Science/Machine Learning:** Python, Supervised and Unsupervised learning algos, Feature Engineering, selection and extraction etc.
- **Mathematics for DA/DS/ML**: Statistics (Descriptive & Inferential), Probability, Calculus, Algebra.
- **Programming Languages:** Python, Html, CSS.
- **Python Packages and Frameworks:** Scikit-learn, BeautiulSoup (bs4), Pandas, NumPy.
- **Databases & Data Warehousing:** MS-SQL, Big Query, Power Query, Apache Spark with Data bricks,
- **Model Deployment & Cloud services:** GCP, AWS services, Github, Streamlit, Flask, Django.

SOFT SKILLS

Problem- solving, Time management, Communication, Curiosity, Fast learning, Leadership, Team work.

TRAINING AND CERTIFICATIONS

- Python for Data Science (*IBM)*   2022
- Certificate of Data Analytics Consulting Virtual Internship (*KPMG)*   2020

PERSONAL PROJECTS

Data Analysis/Data Science/ML (Deployed with Streamlit)

- Product Analysis Using SQL, PowerBI
- Customer segmentation using RFM Analysis with Tableau, Excel
- Logistic Regression for prediction and classification
- Support vector Machine for product quality prediction & classification
- Elastic Net, Lasso Regression for price prediction
- Linear Regression, Random Forest regression for price prediction
- Customer Segmentation using K-Means Algorithm etc.

LANGUAGE

- English (Fluent)