

OYINDAMOLA SALAKO

Contact

Email: oyindasalako@yahoo.com

Web: <https://osalako.github.io/>

[LinkedIN](#) | [GitHub](#)

Skills

Data

Visualization & Storytelling

Statistical Analysis

Management

Modeling

Tools

SQL Server Management Studio

& Analysis Services

Power BI & DAX

Excel, PowerPoint

Programming & Query

Python

R

HTML/CSS/JS

SQL

Interpersonal

Problem-Solving

Collaborative

Inquisitive

Adaptable

Summary

Data Scientist experienced in machine learning and designing enterprise-wide business intelligence solutions to drive strategy & development of cross-functional teams, improve key performance metrics, and eliminate inconsistencies.

- Coded 3-phased customer segmentation model for 21M business
- Developed solutions to track 700K+ service tickets and \$600M+ annual expense to assist with operational planning for ~150M+ sqft
- Skilled in Python, SQL, Power BI, Visualization, Statistical Analysis and Modeling

Education



Analytics, Master of Science

Business, Specialization

Georgia Institute of Technology | Grad: May 2022



Economics, Bachelor of Arts

Information Systems, Minor

California State University Long Beach | Grad: May 2018

Experience

Advanced Analytics (Data Scientist), Business Marketing

AT&T | Dallas, TX | Jul 2021 to Present

- Built a 3-phased customer segmentation model for 21M business customers to sharpen selling and marketing strategies; increased initial accuracy by 25%
- Implemented enhanced algorithm search and scoring metrics for classification models, improving accuracy on multiple sub-models by over 12%
- Perform data mining and analysis on big data (2TB+) from both internal and external systems using SQL, Python, Snowflake, Databricks, and more.

Lead Financial Analyst, Real Estate Analytics & Systems

AT&T | Dallas, TX | Jul 2019 to Jul 2021

- Designed business intelligence suite of automated reporting to enhance building management strategies and process improvements for Property Management Org
- Improvements: reducing pending tickets by 30% from 40K to 30K, on average, while total created tickets reduced by 10K; redefining service level agreements, rebalancing regional area/property manager portfolios

Financial Analyst & Chief of Staff, Finance Development Program

AT&T | Dallas, TX | Jul 2018 to Jul 2019

- Collaborated with various teams across AT&T Communications Company (ACC) to create executive presentations and high-level summaries for finance leaders
- Consulted on automation team to transform reports into multi-faceted dashboards