

# OYINDAMOLA SALAKO

## Contact

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

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

## Skills

### Data

Visualization & Storytelling

Statistical Analysis

Management

Modeling

### Tools

Azure, Databricks, Snowflake

SQL Server Management Studio

& Analysis Services

Power BI & DAX, Tableau

### Programming & Query

Python

PySpark

R

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.

- Managed analytics for multivariate product experiments and hypothesis testing
- Coded 3-phased customer segmentation model for 21M customers
- Skilled in SQL, Python, Visualization, and Statistical Analysis on big data (150B+ rows)

## Experience

### Senior Data Analyst, Product Experimentation Analytics

Disney Streaming | Dallas, TX | Dec 2022 to Present

- Performed statistical testing on 25+ A/B and multivariate experiments for personalization, programming, and ad experience product strategies – including power analysis, daily monitoring, and executive-level result readouts
- Managed analysis for 3 holdback experiments (3-12 months) to measure long-term impact of product releases and ad loads

### Data Scientist, Business Marketing

AT&T | Dallas, TX | Jul 2021 to Dec 2022

- Built 3-phased customer segmentation model for 21M customers to sharpen selling and marketing strategies; identifying segment level opportunity across the U.S.
- Implemented enhanced algorithm search and scoring metrics for classification models, improving accuracy on multiple sub-models by over 12%
- Perform data mining, analysis, and dashboarding on big data using SQL, Python, Power BI, Snowflake, Databricks, Teradata, and more.

### Lead Financial Analyst, Real Estate Analytics & Systems

AT&T | Dallas, TX | Jul 2018 to Jul 2021

- Designed automated business intelligence solutions to track 700K+ service tickets and \$600M+ annual expense to assist with operational planning for ~150M+ sqft
- 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 portfolios; leading weekly executive calls on data strategy for building management and process improvements

## Education

### Master of Science in Analytics specializing in Business

Georgia Institute of Technology | Grad: May 2022

### Bachelor of Arts in Economics with a minor Information Systems

California State University Long Beach | Grad: May 2018