

# CHRISTOPHER O. AJULO

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## SUMMARY

A result focused data scientist with a strong research background, who's always seeking for challenges to think creatively to impact problems and behaviour for people like you and me. I'm a computer science graduate with a passion for the roles that data, new technologies and marketing channels can play in helping companies to succeed.

## SKILLS

- By leveraging my skill set of data analysis, visualisation, mining, Machine learning and business Intelligence tools, the company can use data to gain insights to help shape or meet business goals and make data-driven business decisions. ( R , Python, Tableau, Hadoop, SQL, BI tools and the ETL Framework)
- I have experience of qualitative and quantitative Research techniques that can aid the company in understanding customers more fully and making well-informed business decisions.
- I can do research and write (Creative and Technical) documents that will make communication easier for the company.
- I'm able to conducting Customer/Market Segmentation and forecast trends to identify business needs and keep up with best practices in order to identify, analyze and report strategic results focused on generating revenue for the company.
- I have deep knowledge of Microsoft office suite and Google tools for business which will help me fit into the company culture and streamline the processes I'll involve in.

## WORK EXPERIENCE

### — Data Analyst | Freelance gigs

- Mined Lagos housing data from the web and conducted analysis using linear regression on the data to find the most profitable neighbourhoods for investing in property in Lagos.
- I explored and performed data analysis on a local supermarket's data to gain insights on how to improve its business processes and reach higher profit margins

### — Research Analyst/SEO SPECIALIST | Campuscabal.com (Apr 2017 – Sept 2017)

Defined target markets and opportunities within them by collecting and analyzing data on student markets. Increasing traffic (Visits) to the site by 60%, by analyzing, reviewing and implementing changes to the website, so they are optimized for search engines.

### — Market Research Analyst | Freelance gigs

- Performed customer segmentation of fashion customers by analyzing market data through various forms of research including data mining, clientele interviews and surveys for a fashion company.
- Contributed heavily in the formation of the business plan for a marketing research company by analyzing the different market trends and buying behaviour of Nigerian businesses.

### — IT Specialist/Content Strategist Consultant | Tiannahs Empire (June 2016 – Feb 2017)

Provided exceptional user support and assistance in resolving conflict for company employees by networking their computers and giving technical support. Developed a design and content strategy for the sub-brands of the company and oversaw the planning and maintenance of content produced by the organisation.

— **Product Manager | Prayerbox** (August 2015 – January 2016)

I worked on user research, marketing, copywriting and content development. Formed strategic marketing partnerships to increase brand recognition and company reputation.

— **Database Manager | Transactport.com** (July 2013 – Oct 2013)

I catalogued products, performed research and managed the database for this e-commerce store.

— **Information tech. Intern | PZ CUSSONS NIG. PLC** (April 2012 – Oct 2012)

I Conducted daily maintenance of network infrastructure, Systems/network troubleshooting and diagnosis and also generated daily and bi-weekly reports on the company

## **EDUCATION**

— **Caleb University, Imota, Lagos** 2009-2013

- **B.SC in Computer Science.**

I took courses in Operations research, System analysis and design, Statistics, Software Engineering and Entrepreneurship.

— **Coursera.com** Jan, 2015.

- Becoming an Effective writer Course.
- The Data Scientist toolbox Course, John Hopkins University.

— **Success Attitude Development Center (SADC).**

- Certified Netprenuer Course.

—**Paradigm Initiative (Pin)**

- Project management Skill Class.

—**Nigerian Navy Secondary School, Lagos** 2003– 2009

- Senior Secondary Certificate Examination (SSCE)
- Junior Secondary Certificate Examination (JSCE)

## **ACTIVITIES**

- Trend Spotter at Trend watching. ( Enterprise for global consumer trends and insight)
- Member; YALI (Young Africans Leaders Initiative).
- Member; Yaggyenergie. ( A community enterprise development system).
- Volunteer for social programs and Initiatives.
- Provost NYSC editorial and rebranding community and development Service (Cds)

## **REFERENCES**

Available on request