

PRECIOUS OGBEIWI

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PROFESSIONAL EXPERIENCE

Mar. 2023 – Date: Data Engineer, Citeline

Built and deployed production-grade data engineering and analytics systems to support different teams and business stakeholders. Some notable achievements include:

- Designed and provisioned cloud orchestration platforms (MWAA on AWS) to support different data teams. Provisioned infrastructure using IaC, design of CI/CD pipelines, and provided tutorials and technical documentation for the platform to the data team.
- Designed ETL pipelines to ingest batch data from multiple CRM RestAPIs such as HubSpot, Salesforce, etc. into a Snowflake data warehouse using Airbyte. Designed the data warehouse and incorporated stakeholders feedback during throughout the project lifecycle.
- Designed and built data ingestion platforms to integrate data from multiple marketing campaigns (LinkedIn, Google Ads, Marketo, etc.) into a Redshift data warehouse using Python ETL scripts, ETL orchestration on AWS Glue and S3.
- Migrated data having billions of rows from multiple data warehouses (Microsoft SQL server, AWS Redshift, etc.) into Snowflake data warehouse.
- Wrote SQL codes to extract insights from the data on different data warehouses and presented these insights to business stakeholders.
- Supported various data teams and designed dashboards in Tableau and PowerBI to support data-driven decision-making and problem-solving.

Sept. 2021 – April 2023: Data Engineer, AiCore.

Built and deployed production-grade systems in specialist areas for a variety of clients in the UK. Some notable achievements include:

- Designed and built a data ingestion platform to extract, process and visualise data from different websites for ingesting, processing and visualising data (AWS RDS, AWS Glue, S3, Python).
- Containerised the ETL application using Docker and ran automated tests using python modules (unittest, pytest, etc.).
- Designed an extensive and fit-to-scale data processing pipeline for batch and streaming data.
- Ingested data from events on the App and programmatic interaction from the developer API using Apache Kafka and ingested data to an AWS S3 data lake house.
- Carried out batch processing of the data from the data lake using Apache Spark. The Spark jobs were triggered using Apache Airflow.
- Performed Apache Kafka to Spark Integration for streaming data consumption using Spark Streaming
- Stored ingested data in AWS Redshift to be used by the data analytics and ML teams.

Sept. 2019 – Jan. 2023: Consultant (Data Analytics and Science), Heights Magna Foods and Groceries Ltd.

Worked with the stakeholders of a grocery business comprise of five in-person shops and an online store to understand business needs and translate into commercial output. Some notable achievements include:

- Led the design and analysis of statistical surveys to gather opinions regarding the shopping experiences of customers, performed data cleaning and analysis on over 100,000 responses
- Applied several machine learning models to gain insight into customer segmentation, predictive analytics and factors affecting customers' satisfaction and engagement with the business.
- Utilised expertise in SQL to query and manipulate sales data in AWS Redshift warehouses.
- Created Tableau dashboards and reports to communicate key findings and trends to the business users.
- Performed data cleaning, manipulation, and aggregation using SQL and Python.
- Presented a report containing recommendations to the management of the business.

SOME PERSONAL PROJECTS

Predicting customers' churn propensity and the mechanisms of customers' retention through predictive analysis

In this business project, I modelled the churn probabilities of customers from a business.

- Understood the business problem through data by performing exploratory data analysis to handle missing values, outliers, multicollinearity, duplicate values and applied data transformation before extracting insights from the dataset.
- Interpreted the model and also evaluated the financial implication to the business of giving a 15% discount to customers who have high propensity to churn.

Analysis of the Cyclist Bike Share

The main task was to obtain useful insights and trends into the business of a bike sharing service. The goal was to design marketing strategies aimed at converting casual riders into annual members/ subscribers.

- The dataset was put into a PostgreSQL database. Filtered, sorted, and aliased the data for deeper understanding. Utilised SQL to query database and manipulate datasets.
- Loaded the transformed data into Tableau for visualisation. The final dashboard provided visualisations and filters that provide easier understanding of trends in the data

Transport for London Cycling Data Engineering Project

Designed an end-to-end data pipeline to analyse Transport for London (TFL) cycling data. The pipeline extracts data from the TFL cycling website, processes it, and stores it in Google Cloud Storage. The data was transformed using dbt and loaded into BigQuery for advanced analysis and visualisation using Tableau.

EDUCATION

Academic Qualifications

- **October 2018 – December 2022: Heriot-Watt University.**
PhD in Petroleum Engineering.
- **January 2015 – June 2016: African University of Science and Technology.**
M. Sc. in Petroleum Engineering: Distinction.
- **January 2007 – December 2012: University of Benin, Edo State, Nigeria.**
B. Eng. Chemical Engineering.

TECHNICAL SKILLS

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| <ul style="list-style-type: none">• AWS• Azure Cloud• GCP• R• Advanced Python• SQL (AWS Redshift, Snowflake, SQL server, etc.)• Apache Kafka• Apache Spark | <ul style="list-style-type: none">• Apache Airflow• Airbyte• NoSQL (Apache Cassandra, MongoDB)• Rest API• Tableau• PowerBI• dbt• CI/CD (Azure DevOps, Git, Kubernetes, etc.) |
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LANGUAGES

English | French.