**Calistus Ndubuisi**

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# SUMMARY

**Data Enthusiast with fervor for transforming insights into impact with analytics. Strong background in data visualization, predictive modeling, and business intelligence. Currently pursuing a Master’s in Data Analytics at Nexford University.**

# EDUCATION

**Nexford University** | Washington DC, USA August 2025 (Expected)

Master’s in Data Analytics

Skills: Machine Learning, R, SQL, Communication

**Ebonyi State University** | Abakaliki, Ebonyi State March 2020

Bachelor of Science in Political Science Skills: Community Impact

# TECHNICAL SKILLS

**Programming**  Python, HTML, R, Linux, SQL, CSS

**Databases**  MySQL, PostgreSQL, MongoDB, Microsoft SQL Server

**Data Visualization** Tableau, Power BI, Matplotlib, Seaborn

**Cloud & Tools** AWS, Google BigQuery, Looker Studio, Google Analytics, Render

**Soft Skills**  Problem-Solving, Critical Thinking, Time Management, Business Strategy

# WORK EXPERIENCE

[**BUSINESS ANALYSIS HANDS ON TRANING**](https://credsverse.com/credentials/d1bad970-c09b-4f85-86a0-36f431c1c9d0) | Kreativstorm | Germany | RemoteJanuary 2024- February 2024

* Collaborated with team to undertake strategic analysis, focusing on business planning and market analysis.

* Defined mission and vision statements for companies, conducted PESTEL, Porter's Diamond, and SWOT analysis.
* Developed strategic recommendations and presented findings to simulate stakeholder meetings.
* Honed analytical skills and gained practical experience in business analysis methodologies.

**WEB DESIGN | SEO Specialist** | [Webbiit](https://webbiit.com/) | Abakaliki, Remote April 2021- October 2024

* Managed and optimized WordPress websites, enhancing online visibility through proficient HTML editing and efficient web hosting.
* Implemented SEO strategies that increased website traffic and rankings, resulting in a 250% boost in conversion rates.

* Expert in WordPress customization, HTML editing, and web hosting management, consistently improving website performance.
* Successfully increased user engagement through effective SEO techniques, demonstrating a strong commitment to excellence.

# ACADEMIC PROJECTS

[**Customer Segmentation and Prediction Model**](https://github.com/romeofx/Customer-Segmentation-and-Churn-Prediction-using-Machine-Learning/blob/main/BAN6440_Final_Project.ipynb) | Academic Project | Nexford University December 2024

* Implemented a machine learning pipeline using the Online Retail II Dataset to segment customers and predict churn.
* Derived RFM (Recency, Frequency, Monetary) features and applied K-Means clustering to identify customer segments.
* Built an Artificial Neural Network (ANN) using TensorFlow, achieving over 90% accuracy in churn prediction.
* Delivered actionable insights to enhance targeted marketing campaigns and improve customer retention.

[**Cancer Diagnosis with Artificial Neural Netw**](https://github.com/romeofx/Breast-Cancer-Classification-Using-Artificial-Neural-Networks-ANN/blob/main/BAN6440_Milestone_2_Assignment_MD_Anderson_Cancer_Institute_Cancer_Diagnosis_using_ANNs.ipynb)[**orks**](https://github.com/romeofx/Breast-Cancer-Classification-Using-Artificial-Neural-Networks-ANN/blob/main/BAN6440_Milestone_2_Assignment_MD_Anderson_Cancer_Institute_Cancer_Diagnosis_using_ANNs.ipynb) | Academic Project | Nexford University December 2024

* Developed an ANN using the Breast Cancer Wisconsin (Diagnostic) dataset to classify tumors as benign or malignant.
* Conducted data exploration, normalization, and oversampling to handle class imbalance.
* Evaluated model performance using accuracy, precision, recall, and ROC-AUC, achieving 99% diagnostic accuracy.
* Demonstrated the potential of machine learning in medical diagnostics and decision support systems.

[**Flask-Based Healthcare Application**](https://calistusndubuisiban6420surveyapp.onrender.com/) | Academic Project | Nexford University October 2024

* Developed a Flask web application for collecting and analyzing income and spending data for a healthcare product launch.

* Integrated PostgreSQL for data storage and implemented data processing and visualization in a Jupyter Notebook.
* Deployed the application on Render, enabling remote accessibility and scalability.

[**Anderson Cancer Center PCA Analysis**](https://github.com/romeofx/BAN6420-Module-5-Milestone-2-Assignment-Principal-Component-Analysis) | Academic Project | Nexford University October 2024

* Implemented Principal Component Analysis (PCA) to reduce the dimensionality of the Breast Cancer dataset into two principal components for donor funding insights.
* Analyzed data to identify critical variables influencing cancer diagnosis outcomes.
* Developed and evaluated a logistic regression model to predict malignant or benign diagnoses as a bonus task.
* Visualized PCA results using Python libraries like matplotlib and seaborn to ensure clarity and actionable reporting .

**EXTRA CURRICULAR &** **CERTIFICATION**

## [TATA DATA VISUALISATION: JOB SIMULATION ON FORAG](https://forage-uploads-prod.s3.amazonaws.com/completion-certificates/Tata/MyXvBcppsW2FkNYCX_Tata_9zy2Nf2reaigyFftX_1700227515306_completion_certificate.pdf)[E](https://forage-uploads-prod.s3.amazonaws.com/completion-certificates/Tata/MyXvBcppsW2FkNYCX_Tata_9zy2Nf2reaigyFftX_1700227515306_completion_certificate.pdf) November 2023

* Completed a simulation involving creating data visualizations for Tata Consultancy Services.
* Prepared questions for a meeting with client senior leadership.
* Created visuals for data analysis to help executives with effective decision making.

## [KPMG AU DATA ANALYTICS: JOB SIM ULATION ON FORAGE](https://forage-uploads-prod.s3.amazonaws.com/completion-certificates/KPMG%20AU/m7W4GMqeT3bh9Nb2c_KPMG%20AU_9zy2Nf2reaigyFftX_1698007401567_completion_certificate.pdf) October 2023

* Completed a simulation focused on advising a client on customer targeting with the Data & Modelling team.
* Assessed data quality and completeness in preparation for analysis.
* Analyzed data to target high-value customers based on demographics and attributes accessible and performance.
* Developed dashboards to communicate findings with visuals.