

ORIGHOMISAN WILLIAM OMATSONE

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PROFESSIONAL SUMMARY

Senior Data Analyst with 6+ years of experience driving business improvements through statistical analysis and data engineering. Expertise in A/B testing, regression & classification models, and developing experimentation frameworks. Skilled at building data pipelines, automating workflows, and developing BI solutions. Adept at delivering insights in regulated, operational environments and communicating effectively with cross-functional stakeholders.

SKILLS

SQL • Teradata • BigQuery • Python • R • Tableau • Looker • Jupyter Notebooks • Data Modelling • Causal Inference & A/B Testing • Statistical Inference • Sensitivity / Scenario Analysis • Feature Instrumentation • Data Pipelines • Financial & CX Metrics • Dashboard Design • KPI Alerting • Cross-functional Leadership

PROFESSIONAL EXPERIENCE

Data Analyst

Vertice | Dublin, Ireland | February 2021 – Present

- Owned end-to-end analytics for Finance & Service Operations, designing BigQuery pipelines that consolidate 15+ source systems and feed executive Tableau dashboards; cut manual report prep by 30 hrs/week.
- Shaped customer-support strategy by deep-diving 1.2m support tickets; built pre/post causal model in Python that surfaced top 5 pain points and informed self-service content rollout, reducing average handle time by 18 %.
- Led A/B testing programme for marketing strategies. Designed experiments to prove and measure customer satisfaction.
- Partnered with product & data-engineering to instrument new feature logging and build Airflow-driven QC checks, cutting data-issue triage time 30 %.

Data Science Intern

Vertice | Dublin, Ireland | April 2019 – May 2020

- Built a real-time click-stream pipeline that ingests 120 GB of web-traffic data each day and turns it into funnel reports in minutes
- Created an automatic alert system for order failures that spotted problems up to two days earlier, giving engineers time to fix issues before customers noticed.
- Built a customer-churn model that correctly flagged 82 % of likely leavers and, once deployed, helped keep 6 % more customers over the next 90 days.

EDUCATION

M.Sc. Data Science – Technological University Dublin (Feb 2020)

B.Sc. Information Systems – American University of Nigeria (May 2012)

KEY PROJECTS

- Emergency Services Data Insights:** Analyzed over 10 years of Dublin fire and ambulance data to uncover response inefficiencies and seasonal call peaks; built an interactive dashboard that enabled optimized resource allocation and improved emergency response times.
- Consumer Spending Behaviour Analysis:** Leveraged Power BI to analyse Revolut transaction data (2020–2024), identifying key spending trends and high-expenditure periods. Delivered insights on consumer behaviour, highlighting purchasing patterns and financial decision-making drivers.
- Education Equity Dashboard:** Developed a Tableau dashboard to assess Massachusetts public school performance, highlighting disparities in funding and accountability. Revealed key success factors for schools excelling despite financial constraints.
- Customer Segmentation for iFood:** Used Excel and regression modelling to segment customers, identifying high-value users contributing to 20% of revenue. Insights informed targeted marketing strategies and revenue optimisation efforts.

CERTIFICATIONS

[Google Data Analytics](#)

[Oracle Machine Learning using Autonomous Database 2023 Certified Associate](#)

[Oracle Cloud Infrastructure 2023 Certified Data Science Professional](#)

[Oracle Cloud Infrastructure 2023 AI Certified Foundations Associate](#)