

Obianuju Igbokwe

SUMMARY

- ❖ Data enthusiast with a demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods. Relied on as a key advisor in driving growth, gains in customer loyalty and profit improvements.
- ❖ Keen interest in finding new insights from data in a challenging environment that offers ample learning opportunities in the field of data science and artificial intelligence
- ❖ Well versed in analytical problem solving, data segregation and exposure to sentiment analysis

WORK EXPERIENCE

eAdvance Group, Johannesburg — *Data Analyst*

SEPTEMBER 2018 - PRESENT

Predictive model built to improve business outcomes and performance management, leveraging top notch feature engineering techniques

Predicting business outcomes based on customer sentiments leveraging natural language processing

Data cleaning, wrangling and exploratory analysis of historical records to gain insights for strategic decisions

Cohort data slicing and analysis of business performance by years of operation

Requirement gathering, design, development, testing, implementation and change management for business Reporting Tool

Collaborate with multiple teams for project execution and assist with product development

TRPPN, Johannesburg — *Junior Data Scientist*

JANUARY 2017 - SEPTEMBER 2018

Statistical analysis

Customer segregation to understand behavioural patterns and inform marketing adverts

Analysing various data sources and generating insights

Participating in peer code review

Data cleansing

Dashboard creation and maintenance

332 Surrey Avenue, Ferndale,
Johannesburg, 2194

0610925431

nonye.doxa@gmail.com

SKILLS AND TOOLS

Cross Validation, Feature Engineering, Model Tuning, Regression techniques, Decision trees, Ensemble methods, Model Evaluation, Visualization, Supervised learning, Logistic Regression, Model Visualisation, Pandas, Numpy, Visualisation techniques, EDA

Programming Languages: R, Python

Database Language: SQL

Data Reporting Tool: Power BI

PROJECTS

Concrete Strength Prediction Improvement — April 2020

To analyze the various features at hand and predict the concrete strength. Implement the concepts of feature engineering and model tuning to increase the performance of the model.

Skills and Tools

Cross Validation, Feature Engineering, Model Tuning,

Innobuilt, Lagos — Data Analyst

JANUARY 2014 - DECEMBER 2016

Produce and track key performance indicators
Develop and support reporting processes
Monitor and audit data quality
Manipulate, analyse and interpret complex data sets.
Management reporting
Create dashboards for various business units

Znix Consulting, Johannesburg — Junior Data Analyst

SEPTEMBER 2005 - JULY 2009

Provide sector and competitor benchmarking
Mine and analyse large datasets
Monitor and audit data quality
Prepare reports for internal and external audiences.
Develop and support reporting processes

EDUCATION

The University of Texas at Austin, — Post Graduate in Artificial Intelligence and Machine Learning (PG-AIML)

JANUARY 2020 - JULY 2020

Kwame Nkrumah University of Science and Technology, Kumasi, Ghana — Bachelors in Nursing

AUGUST 2009 - JUNE 2013

CERTIFICATES

WorldQuant University, Louisiana, USA — Scientific Computing and Python for Data Science

JANUARY 2020 - MARCH 2020

AWS Training and Certification — Math for Machine Learning

SEPTEMBER 2019 - JANUARY 2020

Johns Hopkins University — The Data Scientist's Toolbox | R Programming | Getting and Cleaning Data

APRIL 2018 - SEPTEMBER 2018

Regression techniques

Term Deposit Subscription Prediction — April 2020

To help the marketing team in identifying the potential customers for subscribing to a term deposit.

Skills and Tools

Decision trees, Ensemble methods, Model Evaluation, Visualization

Loans Campaign Target Prediction — March 2020

To help in designing the loan campaign for converting the existing customers to liability customers by building a classification model that identifies the existing customers that are more likely to buy a loan.

Skills and Tools

Visualisation, Supervised learning, Logistic Regression, Model Visualisation

MovieLens Data Exploratory Data Analysis — February 2020

Perform exploratory data analysis to explore the features and their importance. Also, explore trends in movie watching by the masses across the years.

Skills and Tools

Pandas, Numpy, Visualisation techniques, EDA

Intoweb, Midrand, Johannesburg — *Web Development*
(HTML, PHP, JAVASCRIPT, MySQL)

DECEMBER 2007 - DECEMBER 2007

University of South Africa, Pretoria — *Computer and*
Information Systems Concepts

APRIL 2004 - MAY 2005