

# Curriculum Vitae of Phumzile Andile Phantsi



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## Summary

I love analyzing business situations and forcing myself to think strong and hard. I consider myself as a problem solver more than a numbers' person, I find pleasure in explaining my work and passing on insight/knowledge. I have a strong passion for data, machine learning and artificial intelligence.

## Personal Details

ID No.	8608195280088
Gender	Male
Marital Status	Single
Drivers license	C1
Own	Yes
Nationality	South African
Home Language	Xhosa
Correspondence Language	English
Qualification	BSc Hons (Statistics)

## Career Highlights

(2017 - current) MSc Statistics, UNISA – in progress  
(Currently) Card and Payments I  
(2014) BSc Hons Statistics, UNISA – complete  
(2008) BSc Statistics, UCT – complete  
(2004) Matriculation

BSc (Hons) Statistics: Time Series (**76%**), Nonparametric Regression (**83%**)  
BSc Statistics: Mathematics I (**81%**), Statistics I (**91%**), Computer Science I (**78%**)  
Matriculation Mathematics HG (**81%**)

## Work Experience

Currently: **ABSA bank**: Strategic Analytics

Core duties:

- Customer Behavior: track customer spending behaviours (monthly), create revenue opportunities
- Customer Campaigns: Analyse spend data to generate leads for acquisitions
- Unstructured data analysis: Analyse text data (EFT) assess opportunities and risks
- Customer life analysis : Using Cox regression analyse hazards of churning
- Merchant Pricing: Apply modeling for pricing adjustments
- Credit card dormancy and utilization
- Customer upgrades, migrations

Brilliant R scripts:

- Text and sentiment analysis
- Social media sentiment mining (twitter, facebook, youtube, Instagram)
- Automated google searches (leads generation)
- Optimal character recognitions (pdf, jpeg text reading)

Currently: **GreatLearning**: Data Scientist instructor

Core duties:

- Analytics using R
- Teach learner from over 10 nationalities
- Analytics using Tableau
- Random Forest, Linear Regression, Logistic Regression, Factor Analysis, ANOVA, Cluster analysis (k-means), Naïve-Bayes, KNN, Decision trees,
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(2014 – 2017): **Boffin and Fundi**: Lead Data Analyst

Core duties:

- Building propensity to pay models (Municipal debt)
- Manage team of analyst
- Revenue collection optimisation
- Stakeholder meetings

(2012- 2014) **Ask Africa**: Statistician

Core duties:

- Proposal writing (Business case)
- Client meetings
- Questionnaire designs
- Statistical planning (sampling and methodology)
- Reporting and presenting to clients

(2011 -2012) **Experian SA**: Junior QA/data analyst

Core duties

- Assure that data is of perfect quality
- Assure that Delphi score properly categorise open market segments
- Monitor market trends

(2010-2011) **UNISA**: Post Graduate Assistant (Statistics department), Part time basis.

Core duties:

- Help department of statistics with student consultations
- Assignment and exam marking
- Conducting tutorials

## Core Software skills

Software/Skill	Proficiency	Software/Skill	Proficiency
SAS	6+ years	Excel	10+ years
R/R studio	10+ years	PowerBI	1+ years
Python	3+ years	JAVA	2+ years
SPSS	3+ years	Big Data Exposure	6+ years
STATA	3+ years	Microsoft other (Word ect)	6+ years
SQL	2+ years	Machine Learning	3+ years
Hadoop	1+years		

### Key specializations

Survival analysis and Non-parametric methods

Sampling methods and market research

Unstructured data analysis (Text)

R programming

**Referees:**

Kamo Theko : Scheme and Payments specialist ABSA

Katlego Moema: (Human Resource Manager: Boffin and Fundi) 083 509 1849

Martin Ruzvidzo (Senior Statistician Ask Afrika) 012 428 7400