Chuks Chiazor
Data Scientist

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Hamilton,, Ontario (Open to Relocation)

SUMMARY

An MSc qualified data science professional with over 7 years of experience in employing data-driven methodologies, statistical modelling, and machine learning to drive business growth, improve operational efficiency, enhance customer experience, and optimize profitability. Led teams and implemented solutions that resulted in increased revenue, data accuracy and reduced data processing time, through the delivery of actionable data derived recommendations.

TECHNICAL SKILLS

Programming Languages: Python, R, SQL, R shiny, NoSQL
Data Analysis Tool / ML Libraries: Alteryx, SPSS, Pandas, NumPy, Matplotlib, Scikit-learn, SciPy, TensorFlow.
Data Visualizing Tool: Tableau, Power BI, Looker Studio, MS Excel.
Other Tools: Docker, AWS, Google Analytics 4, SAP ERP, Salesforce CRM, Adobe Photoshop, MS Office (PowerPoint, Word, Outlook),
General Skills: Data science, Statistical Modelling. A/B Testing, Data Mining. Machine Learning/AI, Data Analysis, Data visualization, Research Project Management, Predictive Modeling, Mentoring, Teamwork, Problem-solving, Critical Thinking, Communication and Presentation,

WORK EXPERIENCE

Senior Data Scientist, Marketing, BPP, UK. (February 2023 – Present)

• Advanced Analytics and Collaboration: Collaborated with the BPP wider marketing team and other stakeholders to employ advanced analytics, statistical modeling, and machine learning, enhancing company growth, customer retention strategies, and measure initiative performance

• Data Management and Visualization Tools: Transitioned database management and reports from SAS to Alteryx for improved data efficiency. Utilized Power BI for visual analytics, ensuring insights are effectively interpreted and adopted into business processes.

• Marketing Optimization and AI Integration: Developed and deployed an ML and AI-powered marketing mix model that increased company sales by 25% by optimizing channel attributions, budget allocation strategies and leads forecasting.

• NLP Model Development and Insights: Developed an NLP model for real-time information extraction from RFI forms, enabling the marketing team to optimize leads and improve response strategies.

• Research and Initiatives: Managed various research projects with tight deadlines, designed experiments to test hypotheses for performance reports, and developed a web app for MMM deployment Also implemented 'Lunch & Learn' and 'Peer review' collaborative initiative for team collaboration, data accuracy and professional growth.

Data Analyst, JISC, UK. (January 2022 – January 2023)

• Developed and managed the data and reporting infrastructure, as the team's first data hire, enabling real-time insights into financial performance, product data, and business KPIs.
• Conducted product analytics by analyzing customer purchasing and usage of licensing agreements.
• Developed interactive UI dashboards to understand complex data, related to licensing agreements, digital content savings, and valuable discounts offered by Jisc.
• Presented complex data reports and recommendation in a very intuitive format, aiding stakeholders in informed decision-making processes.
• Conducted data scraping and analysis to identify investment trends among UK Higher Education Institutions.

Data Scientist, Quantnumerics. (August 2020 – December 2022)

• Led the design and implementation of advanced statistical models and machine learning algorithms, enhancing business decision-making and operational efficiency, resulting in a 20% increase in process efficiency.

•Conducted A/B Testing for website optimization, leading to 10% increase in conversion rate

•Collaborated with senior data scientists to develop a predictive model for customer churn, which reduced churn rate by 15%

• Developed and refined data infrastructure for seamless data extraction and manipulation, aligning with industry best practices to support robust data analysis and model development.

• Collaborated effectively with cross-functional teams to translate data science findings into actionable business strategies, ensuring data-driven decision-making across the organization.

Data Analyst, Novo Health Africa. (March 2017 -July 2020)

• Conducted analysis and reporting to track and visualize a wide range of online performance data.

• Assessed the effectiveness of communication campaigns by analyzing metrics such as Click-through rates and conversion rates, increasing the brand's online presence by 43%.

• Automated marketing KPI reporting using Google Analytics and Spreadsheets, saving approximately 8 hours of manual work each week.

• Managed a team of staff media volunteers and introduced a dynamic emailing service that improved customer engagement.

• Familiar with display, omnichannel, video, CTV, social commerce, shoppable ads, etc.

FEATURED PROJECTS

Title: Student Success Prediction Model: This project's aim was to predict the GPA scores of university students based on their SAT scores and attendance. (April 2022)
Git Hub Repository

Title: Analytical Report of Barratt Development PLC: The goal of this project is to provide sufficient advice on Barratt as a viable investment opportunity. Utilized Stats model, Matplotlib, and Pandas for statistical analysis and visualization to assess the company's financial performance. (April 2021).
Git Hub Repository

Click to project website.

EDUCATION/CERTIFICATIONS

Master of Science in Business Intelligence and Analytics [Distinction]. University of Huddersfield, UK (January 2021 -February 2022). **Courses**; Applied Analytics techniques, data visualization and business performance and decision making.

Certified Data science Professional, Udemy e-learning, focusing on: Python for Data science and AI, Data Analysis and Visualization with python, Machine Learning.

Alteryx Core Certification, demonstrating advanced skills in data manipulation and analysis.

Web Applications with R Shiny, building UI applications for model deployment and Interactive data visualization.

Certified University of California Davis SQL for Data science Professional, Coursera: Data science, Data Analysis, SQL

Certified IBM Data visualization with Python, Coursera e-learning. Skills: Jupyter Notebook, Folium, Matplotlib, NumPy, Python, Seaborn.

Certified University of Colorado Boulders Introduction to Data Analytics for Business, Coursera e-learning.

Professional Body: Fellow, Royal Statistical Society