


KAJOLA GBENGA

Certified Data Scientist &
Certified Data Analyst

CONTACT

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Nigeria 

[LinkedIn](#) 

EDUCATION

BSc.Biochemistry

Olabisi Onabanjo
University

January 2011 - December
2015

Ago-Iwoye,
Ogun State,
Nigeria

SKILLS

Programming: Python, SQL, Dart, Flutter

Data Visualization: PowerBi, Seaborn,
Matplotlib, MS Excel,
Plotly

Modelling: Logistic regression, linear
regression, decision trees

Databases: PostgreSQL,
MySQL, SQL Server

What singles him out!!!

Gbenga who is a Certified Daystar Executive Leadership Academy Graduate, is a strategic and results-driven leader with a proven track record in steering teams, fostering innovations, and driving business growth. He is adept at decision making, problem solving, and inspiring excellence to achieve organizational success.

WORK EXPERIENCE

Financial Data Scientist

UMéRA Farms Nigeria Limited

October 2024 - Present

- ◆ Used PowerBI and SQL to **redefine and track KPIs** surrounding marketing initiatives, and supplied recommendations to **boost the company's landing page conversion rate by 38%**
- ◆ Led a team of nine (9) analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to **generate 15% more investors lead**.
- ◆ Pioneered **customer-centric analytics**, leveraging advanced tools to optimize revenue, improve ratings, and refine market strategies within the company.
- ◆ Built an **AI-powered chatbot** for the company which has streamlined customer engagement, improved and automated response times, and reduced operational costs leading to improved efficiency.
- ◆ **Transformed the company's data infrastructure** by migrating from a conventional storage system to a **robust database architecture**, enhancing data accessibility, security, and efficiency.
- ◆ Applied **prescriptive analytics** to optimize marketing campaigns, enabling data-driven decisions that enhanced revenue generation.
- ◆ As the current **Deputy Head of ICT**, I constantly play a key role in **technology strategy, innovation, and digital transformation**, ensuring seamless IT operations and data-driven decision-making within the organization.

Data Analyst & Data Scientist

Freelance

February 2021 - October 2024

- ◆ Designed and deployed **advanced financial models**, providing data-driven insights for strategic decision-making and business growth.
- ◆ Developed **sales analytics and insights** solutions, leveraging data to drive business growth strategies and optimize revenue streams.
- ◆ Engineered an **XGBoost-powered fraud detection system**, successfully identifying anomalies and mitigating risks to protect financial assets.
- ◆ Orchestrated **marketing optimization strategies**, employing data science techniques to enhance campaign performance and customer conversion rates
- ◆ Led the development of a **customer churn prediction model** for the telecom industry, leveraging machine learning to improve customer retention strategies.
- ◆ Implemented **feature engineering and attribution modeling** on e-commerce data, optimizing marketing effectiveness and customer engagement.

Certifications & Licences Acquired

Certified Data Scientist [click here!!!](#)

Certified Data Analyst [verify here!!!](#)

Certified SQL Database Programmer [confirm here!!!](#)