

Oyelade David

Junior Data Scientist & Digital Marketer

experience

Data Analyst, Virtual Intern

ANZ
JUNE 2020

Data Science Virtual Intern

KPMG AUSTRALIA
JUNE 2020

Junior Digital Marketer

Contributed ideas for digital marketing campaigns and responsible for handling the social media handle of the business. E-mail marketing point person.

Festive BySpire
2019 - Present

education

University of Lagos

BSC. Mathematics

2017 - 2021

projects

COVID-19 COMPREHENSIVE DATA ANALYSIS AND VISUALIZATION FOR NIGERIA

A comprehensive data exploration, analysis and visualization of the Covid-19 Pandemic in Nigeria
<https://github.com/Drimdave/Covid-19-Data-Analysis-and-Visualization>

SF-CRIME CLASSIFICATION

For this project, we are to develop an algorithm to predict the category of crimes that occurred in the city by the bay.

<https://github.com/Drimdave/The-San-Francisco-Crime-Classification>

Exploratory and Predictive Data Analysis using the ANZ Synthesized Dataset

Task 1: Segment the dataset and draw unique insights, including visualization of the transaction volume and assessing the effect of any outliers.

Task 2: Explore correlations between customer attributes, build a regression and a decision-tree prediction model based on your findings.

<https://github.com/Drimdave/My-ANZ-Internship-Work>

The KPMG Virtual Internship Project

Task 1: Perform a Data Quality Assessment

Task 2: Targeting high value customers based on customer demographics and attributes.

Task 3: Using the Tableau Software, create a Visualization using the KPMG Dataset provided

<https://github.com/Drimdave/My-KPMG-Internship>

I am a proactive, innovative, and pragmatic Nigerian undergraduate currently studying Mathematics at the University of Lagos.

I am a certified Digital Marketer and an emerging Data Scientist who specializes in creating brand awareness, drive website traffic, acquiring leads/customers, and establishing market dominance for small small-scale enterprises and medium-scale outfits.

Finally, I collect, collate, analyze, and interpret data on customers' behavior, market trends, and product performance for business start-ups to enhance their quality decision making and profitability.

My unique areas of interest in Data Science are: Finance, Business, Tourism, and Energy.

contact

oyeladedavid1@gmail.com

+234 8104444362

LinkedIn: <https://www.linkedin.com/in/oyelade-david>

website: <https://github.com/Drimdave>

skills & expertise

Soft skills: Willingness to learn, Adaptability, Problem-solving, Creativity, Team work, Effective communication, Dependability, Organization, and Integrity.

Hard skills: SEO/SEM marketing, Social media marketing, Data Cleaning and Interpretation, Data Mining, Programming Languages (Python, R(R studio), SQL), Tableau, Microsoft PowerBI, MATLAB, MS Office Suite, TensorFlow, Keras, Flask, HTML, Regression (Linear, Multi-Linear, Logistic, Polynomial, SVR, Random Forest), Classification (K-NN, SVM, Random Forest, Naïve Bayes), Clustering (K-Means, Hierarchical), Deep Learning, Gradient Boosting.

certifications



Machine Learning with Andrew Ng Stanford University Online (Coursera)

<https://www.coursera.org/account/accomplishments/certificate/TH7P2Z2HNGNU>



Data Analytics Consulting Virtual Internship KPMG Australia

<https://drive.google.com/file/d/1ikXNKH8Yqwo00QKjGuZISA1qZ57woGtr/view?usp=sharing>



Data@ANZ Program

<https://drive.google.com/file/d/1a1R9tHIN88PEwxnUgCZ-RREngHJl6Gn/view?usp=sharing>



Data Science Methodology Coursera

<https://drive.google.com/file/d/1GHZU1EEhBAddUS2DjpKqFLzZSAvQ3ex4/view>



Microsoft Advertising Certified Professional Microsoft

<https://drive.google.com/file/d/1JlOKjMl6ApDuiAOcXXkQ4MXtAN1Zu2SH/view?usp=sharing>

For other certifications, check:
<https://www.linkedin.com/in/oyelade-david-555502193/>

Additional Info: I code in python for Machine Learning Projects