MARTINS NNAEMEKA ASUZU

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PROFESSIONAL SUMMARY

Data Scientist and Analyst with 6+ years of experience in data-driven decision-making, predictive modeling, and business intelligence. Proficient in Python, SQL, and R, with expertise in machine learning, statistical analysis, and data visualization using Power BI and Tableau. Adept at transforming raw data into actionable insights to optimize business performance. Passionate about leveraging analytics to drive innovation across industries.

CORE COMPETENCIES

- **Data Science & Machine Learning:** Proficient in Python, R, and SQL for developing data-driven solutions, including regression, classification, and clustering models.
- **Data Analysis & Visualization:** Skilled in Exploratory Data Analysis (EDA) using SQL, Excel, and Jupyter Notebooks to extract insights and drive decision-making.
- **Database Management & Data Manipulation:** Strong SQL skills for data retrieval, cleaning, and structuring.
- **Predictive Modeling & Statistical Analysis:** Well-versed in implementing machine learning techniques to uncover patterns and trends.
- **Data Engineering** (ETL, Data Warehousing)
- **Business Intelligence** (Power BI, Tableau)
- **A/B Testing & Experimentation**
- **Time Series Forecasting**
- **Data Storytelling & Communication**
- **Market & Customer Segmentation**

PROFESSIONAL EXPERIENCE

Data Scientist– 10ALYTICS, London, United Kingdom (Remote)   **Feb. 2025 – Present**

- Built predictive models to analyze customer behavior, increasing retention by 15%.
- Designed and optimized SQL queries to process large datasets, reducing query execution time by 30%.
- Created interactive dashboards using Tableau to monitor KPIs, enabling data-driven decision-making.
- Conducted A/B testing to evaluate marketing strategies, leading to a 12% increase in conversion rates.

Data Scientist – Catholic Communications, Anambra, Nigeria (Remote)   **Sept. 2021 – Feb. 2025**

- Developed a data-driven workflow automation system, reducing document processing time by 40%.
- Led a sentiment analysis project on customer feedback, identifying key areas for service improvement.
- Built dashboards for tracking business operations, improving reporting efficiency by 50%.

Data Analyst – Education Department, Nnewi, Nigeria (Hybrid)   **March. 2020 – Sept. 2021**

- Analyzed large datasets using SQL and Python, identifying trends that reduced operational costs by 15%.
- Designed Power BI dashboards to visualize key business metrics, improving decision-making speed.
- Conducted data cleaning and transformation using Pandas, enhancing data accuracy by 98%.

EDUCATION

- **M. Sc. Data Science** –University of Wolverhampton, United Kingdom   **2025**
- **B. Sc. Computer Science** –National Open University Nigeria.   **2021**
- **B.Arts. Philosophy** –Bigard Memorial Seminary Enugu State, Nigeria.   **2016**

CERTIFICATIONS AND TRAINING

- **Member** – BCS University of Wolverhampton. **2023**
- **Member** – IT Professionals Network. **2022**