

ADEAYO D. ADEWALE

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PROFESSIONAL SUMMARY

Data Scientist & Analyst with 5+ years of experience transforming complex data into actionable insights that drive business performance. Proven ability to build predictive models, automate reporting systems, and develop AI-powered solutions including LLM-based applications and chatbots. Skilled in Python, SQL, and machine learning frameworks with a strong focus on delivering measurable impact in marketing analytics, forecasting, and decision intelligence.

SKILLS

Programming & Tools: Python, SQL, Java, Excel, Power BI, Flask, APIs, DBT (data build tool).
Machine Learning: Scikit-learn, TensorFlow, PyTorch, Keras.
Data Analysis: Data Cleaning, EDA, Feature Engineering, Statistical Analysis.
AI & NLP: LangChain, OpenAI API, NLTK, LLM Development.
Cloud & Databases: Azure, MySQL, SQLite, PostgreSQL.
Data Governance: Data Management, Data Quality and Stewardship Management, Data Privacy (GDPR), Data Lifecycle Management, Data Auditing & Monitoring.
Other: Dashboarding, Automation, ETL Pipelines, Data Storytelling.

PROFESSIONAL EXPERIENCE

Data Analyst (NYSC)	July 2025 - May 2026
CONNECT MARKETING SERVICES Ikeja Gra, Lagos	Onsite

- I led data analysis and performance reporting for nationwide marketing campaigns across major FMCG brands including Unilever, FMN, Pepsodent, Peak Milk, and Cowbell, generating insights that improved campaign effectiveness and marketing ROI by up to 20%.
- I developed and automated dashboards and reporting solutions for shopper activations, market storms, product launches, sales activations, and modern trade campaigns, reducing reporting turnaround time by 40%.
- I produced merchandising performance reports for Unilever, tracking field execution, product visibility, planogram compliance, and retail coverage across multiple regions, improving reporting accuracy by over 35%.
- I supported the administration and operational management of the Shelf merchandising application, ensuring accurate data capture, issue resolution, user support, and seamless reporting for field merchandising activities.
- I generated market intelligence reports by analyzing competitor activities, market trends, consumer behavior, pricing dynamics, and retail performance, enabling stakeholders to identify growth opportunities and strengthen market positioning.
- I cleaned, validated, and transformed large datasets from merchandising, sales, and activation projects, reducing data discrepancies by 40% and improving data quality across reporting systems.
- I conducted post campaign and retail execution analyses, identifying key insights that contributed to a 15% increase in campaign effectiveness and improved decision making.

- I collaborated with marketing, sales, merchandising, and client teams to transform datasets into actionable recommendations, executive reports, and business presentations for senior stakeholders.
- I monitored KPIs across field operations and retail channels, providing timely performance updates that improved operational efficiency and stakeholder responsiveness by 30%.
- I delivered executive level reports and data visualizations that supported strategic planning and data driven business decisions.

Freelance Data Scientist and Analyst

Aug 2021 – Present

Self-employed

Remote

- Developed predictive models for stock prices, housing prices, and sales forecasting using machine learning techniques.
- Built an LLM-powered chatbot using LangChain and OpenAI API, improving response accuracy and user interaction speed.
- Designed a medical FAQ chatbot using Microsoft tools, increasing customer satisfaction through instant query resolution.
- Implemented an iris detection and verification system using deep learning (Keras).
- Participated in Kaggle and Zindi competitions, strengthening real-world problem-solving and model optimization skills .

IT Intern and Network Specialist (IT Training)

Oct 2022 - April 2023

EY Nigeria Lagos.

Onsite

- Supported enterprise IT infrastructure, including cloud-based and on-premise network systems.
- Assisted in optimizing internal systems to improve operational efficiency.
- Worked with Microsoft enterprise tools to streamline workflows across teams.

EDUCATION & CERTIFICATIONS

Bachelor of Technology in Information Systems

Feb 2019 - Oct 2024

Federal University of Technology Akure

CGPA:4.17/5.00 (Second Class Upper)

Coursework related

- Introduction to Computing and Programming (Q-Basic),
- Introduction to Python Programming Language and PHP,
- Introduction to Object Oriented Programming using C#, Java
- Introduction to Data Science and Machine Learning .
- Introduction to Artificial Intelligence using Large Language Models .

Honours Degree in Applied data science lab

Oct 2022 - Jan 2023

WorldQuant University

Coursework related

- Applied Data Science- I learnt how to explore and clean data, create functions and ETL pipelines to prepare training sets. I have built machine learning models for supervised and unsupervised learning tasks.
- Api Design and Flask- I learnt how to create a GARCH time series model to predict asset volatility. I also acquire stock data through an API, clean and store it in a SQLite database, and build my own API to serve model predictions.
- Data Science and Visualization - I learnt how to create visualizations to explain data characteristics and model predictions for non-technical audiences.

WorldQuant University

Coursework related

- I learnt how to build end-to-end deep learning models in PyTorch, progressing from linear regression to multi-layer neural networks for real-world prediction tasks (e.g., concrete strength, heart disease diagnosis).
- I designed and optimized CNN architectures (LeNet, AlexNet, VGG-inspired models) for image classification using datasets such as CIFAR-10 and Oxford-IIIT Pets, applying transfer learning and fine-tuning.
- I learnt how to develop RNN, LSTM, and GRU models for sequence modeling and time-series forecasting, addressing vanishing gradient challenges.
- I learnt how to implement generative models (Autoencoders, VAEs, GANs) for representation learning and synthetic data generation.
- I learnt how to apply regularization, optimization strategies, and data augmentation to improve generalization and production readiness.
- I learnt how to explore Responsible AI principles, including bias mitigation, interpretability, scalability, and ethical deployment of deep learning systems.

- Microsoft Certified: Power BI Data Analyst Associate
- Microsoft Azure AI Fundamentals
- Microsoft Azure Data Fundamentals
- Deep Learning Fundamentals – WorldQuant University
- Applied Data Science – WorldQuant University
- Machine Learning Specialization – Andrew Ng (Coursera)

MENTORSHIP & COMMUNITY INVOLVEMENT

Member of the Data Scientist Network of Futa
Machine learning Tutor
Data Analyst Tutor
Excel and Power BI Tutor

FUTA Data Community
Microsoft community
SGD
CMS