Folajimi Freddie Odukomaiya

Data Scientist & AI Product manager

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CAREER HISTORY

Data Scientist | Loal App (formerly Oakam) **Sep 2019 - Feb 2020 | Aug 2020 - Present**

- Conceptualized a Machine Learning python package which improves data science productivity by allowing rapid model experimentation and deployment into production.
- Created a new credit scorecard model using logistic regression which reduced loan default rates by **10%**.
- Architected a data analytics stack consisting of Snowflake, FiveTran & dbt for a new business line.
- Proposed roadmap for acquiring alternative data from novel sources to improve credit scorecard and fraud models.
- Revamped affordability assessment using Open Banking, improving conversion by **3%** and reducing CAC by **20%**.
- Built a dashboard using python that monitors risk performance, allowing quick changes to our underwriting criteria.
- Developed an affordability assessment system to ensure compliance with FCA regulations. Delivered the project swiftly, saving over **£200,000** in potentially lost revenue as lending was paused until its completion.

Co-Founder & Product Manager (Part-Time) | Data Jedi **Jan 2021 - Present**

- Launched an online Data Analytics/Science education platform, generating over **£4,000** in revenue within 6 months.
- Lead design of the Data Science curriculum and student experience resulting in a **Net Promoter Score of 47**.
- Responsible for creating marketing campaigns, leading to an online community of over **1,000 members** so far.

Co-Founder & Product Manager | GeoHood (Antler) **Feb 2020 - Oct 2020**

- Conceived of a Data Analytics software for Real Estate firms and signed **3** companies on as pilot partners.
- Conducted user research which led to the creation of a mockup of the software using Figma.
- Selected to join the Antler startup program and delivered a fundraising pitch deck to venture capital investors.

Junior Data Scientist | Royal Mail **Jul 2018 - Sep 2019**

- Deployed a tool that used text-mining and web scraping techniques on eCommerce websites to detect fraudulent stamp listings, resulting in revenue recovery of **£1.15million**.
- Implemented a web app that used clustering and text-mining methods to recommend better delivery routes during roadworks leading to **£1.1million** in cost savings.
- Coded an iOS app with a recommender system that informs managers of metrics to target to improve productivity.
- Organised a workshop series and work shadowing program with over 100 attendees to support recruitment.

Business Analyst | Equinix **Feb 2017 - May 2018**

- Collected requirements from Senior Management and created a dashboard using Sisense to track KPIs leading to better customer service and increased customer satisfaction.
- Investigated IT incident response time issues and developed KPIs to help the team reduce response times by **10%**.
- Automated report generation using Python, MS Access & SQL, elevating report quality and customer experience.
- Enhanced the skills of the Analytics team by delivering PowerBI Data Visualisation Training.

EDUCATION

Applied Data Science Certificate Cambridge Spark **Sep 2017 - Apr 2018**

Master of Engineering (Hons) in Aeronautical Engineering City, University of London **Oct 2010 - Jul 2014**

Awarded the 2013 Coachmakers Sir Frederick Handley Page Scholarship.

SKILLS & OTHER INTERESTS

Technical Skills: Python Programming, PyData stack eg Pandas, Sci-kit Learn, SQL, Docker, AWS lambda, dbt, git

Competencies: Machine Learning Operations, Data Visualisation, Product Management, Agile Project Management, Copywriting, Digital Marketing

Projects: DailyKobo - Personal Finance for Millennials, Using Machine Learning (NLP) to Develop an Ontology for Wefarm's data, #EndSARS Twitter Sentiment and Network Analysis, Buhari Twitter Sentiment Analysis