

Ekundayo Onifade

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PROFILE

Data Analyst | MSc Data Science & Analytics | Analytics, Applied Machine Learning & Data Engineering

- Data analyst working across the full analytics lifecycle, from sourcing and cleaning raw data through to modelling, reporting and communicating what the evidence supports.
- Applies machine learning where it answers a real question, with hands on experience in supervised and unsupervised methods including regression, gradient boosting, clustering and anomaly detection.
- Builds the infrastructure beneath the analysis, including a dbt and DuckDB pipeline with automated data quality tests, documented models and full column level lineage.
- Rigorous about data quality and honest about limitations, documenting the alternatives considered and what a result does and does not support.
- Uses AI tooling in practice, including a generative AI reporting layer built with verification guardrails against source figures.

EDUCATION

University of Westminster

Mar 2025

MSc Data Science and Analytics (Merit). Machine learning, data mining, databases, data visualisation and data automation. Worked in Python, R and SQL.

University of Cape Coast

Sep 2021

BSc (Hons) Business Information Systems (2:1). Databases, systems analysis and design, and information systems in organisations.

South Thames College

Jul 2015

BTEC Level 3 Extended Diploma in Creative Media Production (Games Development), Distinction/Merit/Merit

SELECTED PROJECTS

Customer Analytics: Segmentation and Retention

- Analysed 1,067,371 transaction records from a UK wholesaler covering December 2009 to December 2011. Established that the source table was not a transactions table but an operational log combining customer sales, cancellations, accounting write offs and warehouse adjustments under one schema.
- Retained 787,371 rows after cleaning, documenting every exclusion and its cost. Built RFM segmentation across 5,837 customers into seven segments, finding that 22 percent of customers generate 70 percent of revenue and surfacing 226 dormant high value accounts representing £858,000 of historic value.
- Built cohort retention analysis across 24 monthly cohorts, separating seasonal effects from cohort age, and established that retention does not decay monotonically in wholesale, meaning a standard 30 day churn window would misclassify healthy accounts.

UK Property Analytics Pipeline (dbt, DuckDB)

- Built an end to end analytics engineering pipeline over HM Land Registry property transactions, with staging and modelling layers, SQL transformations, automated data quality tests and a documented lineage graph, version controlled on GitHub.
- Mapped 115 counties to ONS regions via a seed table, produced a regional weighted average mart, and published a Tableau choropleth with a year slider.
- Added a reporting layer using the Gemini API, with automated verification of every generated figure against the source data before publication.

Anomaly Detection in Competitive Play (MSc Research)

- Applied Isolation Forest and K-Means to 48,933 records to detect irregular behaviour where no labelled ground truth existed, tuning hyperparameters and evaluating both models on detection quality using silhouette scoring and feature importance.
- Identified a behavioural threshold beyond which anomaly scores rose sharply, and documented the limitations honestly, including a decision to exclude sequential move data for want of a reliable encoding method.

Housing Price Prediction

- Built regression models to forecast residential property prices, applying feature engineering and hyperparameter tuning, and evaluating performance against alternative approaches.

Wine Quality Classification

- Built XGBoost and LightGBM classifiers, using feature engineering and hyperparameter optimisation to improve predictive performance.

Financial Transaction Analysis

- Analysed banking transaction data to identify fraud indicators, behavioural patterns and geographic risk concentrations across a large record set.

EXPERIENCE

Support Worker / Data Analyst

Apr 2026 – Present

Triumph Childcare Services Ltd

- Support young people in an Ofsted registered residential home as key worker, working within safeguarding and confidentiality requirements.
- Maintain accurate records on the provider's case management system and produce documentation and reporting in Excel.

Head Doorman

Mar 2025 – Present

Professional Security

- Lead a team of SIA licensed door supervisors across venues, coordinating shift coverage and recording incidents accurately for licensing and compliance.

Operations Analyst (Voluntary)

Jan 2024 – Aug 2024

BICC, London

- Coordinated event planning and delivery across multiple teams, and built and maintained volunteer rotas in Excel, resolving allocation clashes before they affected delivery.

Data Analyst

Nov 2021 – Mar 2022

FIKI Agencia Creativa

- Joined a property business running on paper records and word of mouth, where disputes between owners and tenants were constant. Gathered requirements directly from both sides and built an automated reporting system in Excel from scratch.
- Set up master data across tenant, property and supplier records, built the calculation logic for rent and multi year escalations, and documented the business definitions and reporting standards that had never existed.
- Researched the local market and benchmarked comparable properties, presenting analysis the owners used to adjust rates. Deployed the system to the cloud with tiered access permissions.

Public Relations Officer

Jul 2018 – Aug 2021

University of Cape Coast

- Led communications campaigns for university wide events attended by over 500 people, managing a small design team and researching audience trends to shape strategy.
- Analysed campaign performance and presented findings to university leadership, contributing to an estimated 40 percent growth in ticket sales.
- Contributed to budget allocation discussions across departments and represented the student body in cross organisational planning.

Information Technology Specialist

Nov 2016 – Mar 2017

Branksome

- Sole IT support for a team of nine, resolving software, hardware and user access issues, and delivering training across Microsoft Office applications.

Freelance Digital Artist

2015 – 2024

Dayo the Artist (DTA)

- Ran a freelance digital art brand, taking client briefs and managing revision cycles. Full time occupation between 2022 and 2024.

TECHNICAL SKILLS

Languages: SQL, Python, R

Python libraries: pandas, NumPy, scikit-learn, matplotlib, seaborn

Machine learning: Regression, gradient boosting (XGBoost, LightGBM), clustering (K-Means), anomaly detection (Isolation Forest), feature engineering, hyperparameter tuning, model evaluation

Data engineering: dbt Core, DuckDB, BigQuery, Power Query, data modelling, automated testing, lineage documentation

BI and visualisation: Power BI, Tableau, Looker, Google Analytics 4, Excel (pivot tables, macros, Palisade), Google Sheets

AI tooling: Google Gemini API, Claude and Claude Code, AI assisted analysis and workflow automation
Other: Git and GitHub, Azure, Hadoop, Google Workspace

CERTIFICATIONS

Microsoft Power BI Data Analyst Professional Certificate	Microsoft
Google Data Analytics Professional Certificate	Google
Google Analytics Certification (GA4)	Google
Claude 101 and Claude Code 101	Anthropic
Door Supervisor	SIA
Youth Achievement Award	Wenlock Barn TMO

VOLUNTEERING

Manager of University Football Team	2019 – 2022
<i>Cape Coast University</i>	