

OYINDAMOLA SALAKO

Contact

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[LinkedIN](#) | [GitHub](#)

Skills

Data

Visualization & Storytelling

Statistical Analysis

Management

Modeling

Tools

Azure, Databricks, Snowflake

SQL Server Management Studio

& Analysis Services

Power BI & DAX, Tableau

Programming & Query

Python

PySpark

R

SQL

Interpersonal

Problem-Solving

Collaborative

Inquisitive

Adaptable

Summary

Data Scientist experienced in statistical analysis and designing enterprise-wide business intelligence solutions to drive strategy & development of cross-functional teams, improve key performance metrics, and eliminate inconsistencies.

- Managed hypothesis testing and analytics for multivariate product experiments
- Coded 3-phased customer segmentation model for 21M customers
- Skilled in SQL, Python, Visualization, and Data Mining on big data (150B+ rows)

Experience

Senior Data Analyst, Product & Tech Analytics

Disney Streaming | Dallas, TX | Dec 2022 to Present

- Conducted causal analysis uncovering 20 opportunities to boost annual ad revenue by \$90M with negligible impact to subscriber experience
- Performed statistical testing on 30+ A/B and multivariate experiments for personalization, programming, and ad experience product strategies – including power analysis, daily monitoring, and executive-level readouts
- Developed automated workflows via Databricks ETL jobs and Tableau dashboards resulting in 79% reduction in analysis turnaround time

Data Scientist, Business Marketing

AT&T | Dallas, TX | Jul 2021 to Dec 2022

- Built 3-phased customer segmentation model for 21M customers to sharpen selling and marketing strategies, identifying segment level opportunity across the U.S.
- Implemented enhanced algorithm search and scoring metrics for classification models, improving accuracy on multiple sub-models by over 12%
- Performed data mining and dashboarding using SQL, Python, Power BI, and more

Lead Financial Analyst, Real Estate Analytics & Systems

AT&T | Dallas, TX | Jul 2018 to Jul 2021

- Designed automated business intelligence solutions to track 700K+ service tickets and \$600M+ annual expense to assist with operational planning for ~150M+ sqft
- Improvements: pending tickets reduced by 30% while total created tickets reduced by 10K; redefined service level agreements; rebalanced regional portfolios; led weekly executive calls on data strategy for building management and process improvements

Education

Master of Science in Analytics specializing in Business

Georgia Institute of Technology | Grad: May 2022

Bachelor of Arts in Economics with a minor in Information Systems

California State University Long Beach | Grad: May 2018