# Norbert Eke
## DATA SCIENTIST

+41 77 944 5417 | norberteke@protonmail.com | norberte.github.io | GitHub | LinkedIn

## Education

**Master of Computer Science - Specialization in Data Science** — *Ottawa, ON, Canada*
CARLETON UNIVERSITY — *Sept. 2018 - June 2020*
Graduated with a GPA of 11.4/ 12. Master's Thesis in NLP, Machine Learning and Data Mining

**Bachelor of Science - Honours in Computer Science, Minor in Data Science** — *Kelowna, BC, Canada*
UNIVERSITY OF BRITISH COLUMBIA — *Sept. 2014 - June 2018*
Graduated with a GPA of 3.8/ 4.0. Honours Thesis in NLP and Machine Learning

## Experience

**Data Scientist** — *Zürich, Switzerland*
EF EDUCATION FIRST — *April 2023 - present*
- **Leading multiple data science projects** in the **Commercial Steering** team within the **Educational Tours** division.
- **Built and deployed** a 'Tours' Product **Recommendation System** (using LightFM), which provides personalized recommendations on EF's website to logged in teachers who are interested in traveling the world with their students.

**Data Scientist** — *Zürich, Switzerland*
MIGROS ONLINE — *July 2021 - April 2023*
- Designing end-to-end analytical and **ML solutions** for **churn detection** and **prediction of customer lifetime values**
- Translating business problems into analytical initiatives to guide **data exploration, modelling and implementation**
- Designing and creating various **dashboards to impact key decision making processes** through **data storytelling**
- **Collaborating closely** with product managers and cross-departmental stakeholders on **retention data strategies**

**Data Scientist** — *Ottawa, ON, Canada*
HEALTH CANADA — *February 2021 - June 2021*
- **Replaced manual data operations using ML techniques** by automating and scaling the decision making process
- Increased the efficiency and **scaled the resource allocation process** for the Risk Intelligence and Strategic Operations team by developing **NLP & Machine Learning models** for predicting the duration of product inspections
- Improved product usability through **cross-functional operations** for data validation and data quality enhancement

**Data Science Researcher & Teaching Assistant** — *Ottawa, ON, Canada*
CARLETON UNIVERSITY — *Sept 2018 - June 2020*
- Empowering students during office hours & graded assignments for **Intro to Databases** and **Distributed Computing**
- Developed an **AI-driven recruitment algorithm** through *Cross-Platform Software Developer Expertise Learning*

**Data Scientist Intern** — *Ottawa, ON, Canada*
NATIONAL RESEARCH COUNCIL CANADA (NRC) — *May 2019 - August 2019*
- As a member of the Data Analytics Centre, **enabled 15 external data analysts** to perform complex textual analysis
- Identified unusual events from news articles by designing a novel solution using **Bayesian changepoint detection**

**Data Science Researcher** — *Kelowna, B.C, Canada*
UNIVERSITY OF BRITISH COLUMBIA — *May 2017 - August 2017*
- Analyzed user behaviour via **feature-based opinion mining** & delivered a presentation to approx. 50 people – GitHub

## Skills

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| Programming | **PYTHON, R, GIT**, JAVA, HTML, Algorithm Design, Data Structures, Object Oriented Programming |
| Databases | **Extensive experience with SQL**, Database Design, **BigQuery**, **MySQL**, PostgreSQL, NoSQL |
| Cloud & Deployment | **GCP** (Vertex AI, App Engine, Cloud Build, Cloud Function), **AWS** (SageMaker, EC2, S3), **Docker** |
| Data Science Libraries | **TensorFlow**, **Scikit-Learn**, **LightFM**, Keras, Scikit-Optimize, Optuna, Imbalanced-Learn, PyCaret, StatsModels, Flask, **Streamlit**, Tslearn, Sktime, **Pandas, Numpy, Matplotlib, SciPy**, Plotly, Seaborn, **Lifetimes**, SpaCy, BeautifulSoup, Scrapy, **Gensim**, NLTK, rake-nltk, TextBlob |
| Machine Learning | **Traditional ML** (Random Forest, Decision Trees), **Recommendation Systems**, Deep Learning, **Regression**, **Classification**, **Clustering**, Time-series Forecasting, Feature Selection, **Outlier Detection**, **Generative AI**, Topic Modeling, **Customer Lifetime Value**, Hyper-param. Tuning |
| Deep Learning | Deep Neural Nets for **NLP** & **Time-series Forecasting** using MLP, CNN, RNN, LSTM, GRU, GAN |
| Software Engineering | Experienced with **Client-Server Applications** (projects), **Agile Development**, Algorithm Implementation, CI & CD, **Git**, Deployment, **Unit Testing, Writing Reports & Documentation** |
| Statistics | Descriptive Statistics, Probability Theory, Regression Analysis, **Bayesian Statistics**, **Statistical Modeling**, **AB Testing**, Statistical Inference, Dimensionality Reduction, Hypothesis Testing |
| Data Analysis | Extensive experience with **Data Acquisition, Cleaning & Visualization** (Looker & Streamlit dashboards), **Feature Engineering**, **Predictive Modeling**, Handling **Unstructured Data** |
| Interpersonal Skills | **Team-player**, Intellectually Curious, Continuous Learner, **Leadership & Communication Skills**, Goal-Oriented, **Time Management, Agile Mindset**, **Data-Driven Problem Solver** |