

James O. Ohiokhai

Data Analyst | AI Annotation & Model Evaluation

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PROFESSIONAL SUMMARY

Data analyst with a Data Science Diploma and hands-on experience evaluating AI model outputs, labeling and categorizing structured data, and building repeatable data-cleaning workflows. Proficient in Python, pandas, SQL, Excel, Power BI, and machine-learning evaluation. Contributed to approximately 25% sales growth through campaign analysis while producing dashboards, written briefs, and documented procedures that support consistent, evidence-based decisions.

TECHNICAL SKILLS

AI Annotation & Data Quality: Criteria-based model-output rating, data labeling, categorization, taxonomy application, annotation guidelines, data validation

Programming & Analytics: Python, pandas, NumPy, SQL, PostgreSQL, Excel, Power Query, PivotTables, INDEX/MATCH, Power BI, DAX, Jupyter

Machine Learning & Statistics: Classification, Random Forest, Logistic Regression, SMOTE, feature engineering, accuracy, precision, recall, F1, confusion matrix, ROC-AUC, hypothesis testing, A/B testing

Visualization & Business Analytics: Matplotlib, Seaborn, dashboarding, KPI reporting, customer segmentation, marketing, sales, HR, and retail analytics

PROFESSIONAL EXPERIENCE

Chrome9 - Oct 2023 - May 2026

Data Analyst | Lagos, Nigeria

- Rated AI model outputs against predefined criteria, answered evaluative questions, and recorded performance judgments to support model-evaluation decisions.
- Labeled and categorized data with Python and pandas, applying predefined taxonomies to produce consistent training data for machine-learning models.
- Applied customer segmentation and A/B testing to digital campaigns, contributing to approximately 25% sales growth through improved audience targeting and creative optimization.
- Designed and analyzed multivariate tests on ad copy and creative variants, assessed statistical significance, and translated findings into written briefs and recommendations for non-technical stakeholders.
- Built dashboards for campaign KPIs, cycle time, and work-in-progress metrics; used weekly results to inform budget allocation and channel mix.
- Documented reporting processes and standard operating procedures to improve consistency and reproducibility across analysis workflows.

Damara Pharmacy - 2019 - Oct 2020

Marketing Executive (NYSC) | Lagos, Nigeria

- Supported marketing operations and customer outreach during National Youth Service Corps placement.
- Tracked sales and customer behavior in Excel, then cleaned and wrangled the data to improve reporting and workflow decisions.

SELECTED PROJECTS

HR Attrition Prediction - Python Capstone

Indicino

- Analyzed 1,470 employee records; engineered labeled features including AttritionBin, AgeBand, and MgrBucket to standardize categorization and improve model signal.
- Trained a Random Forest classifier with SMOTE for approximately 16% class imbalance and evaluated accuracy, precision, recall, F1, and confusion matrix.
- Identified overtime (30.5% vs. 10.4% attrition) and zero stock options (65% of leavers) as leading preventable drivers; delivered five ranked recommendations and an executive summary.
- Created annotation guidelines for feature labeling and transformation to support consistent retraining and compliance review.

EU Food Export Rejection Risk Classification

HiCi Ltd

- Cleaned and validated 513 EU Food Safety records, assigning predefined critical, moderate, and low risk labels for model training.
- Developed a 1-5 risk-relevancy scale and an interactive Excel pivot dashboard to help stakeholders prioritize high-risk export categories.

Sales & Revenue Modelling - Interactive Power BI Suite

- Built multi-page dashboards covering sales, profit, units, customer behavior, weather, demographics, and time-of-day performance using star schemas, custom visuals, and dynamic slicers.
- Authored time-intelligence DAX measures for prior revenue, prior profit, growth, and profit margin, segmented by category and payment method.

Coffee Sales & Retail Chain BI Dashboards

- Analyzed 1,000 coffee orders totaling \$45.1K, identified that the US generated 79% of revenue, ranked the top five customers, and charted sales trends by coffee type.
- Benchmarked retail locations using revenue, sales rank, sales per selling area, and competitive-territory segmentation.

EDUCATION

Utiva - May 2026

Data Science Diploma

ACTD-accredited. Coursework: Excel, SQL and databases, Power BI, Python, data science, and machine learning.

Ambrose Alli University - 2017

BSc, Sociology