

CONTACT

Paris, France

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KEY SKILLS

Machine learning

Supervised learning

Statistical modelling

Regression models

Deep learning

Clustering and CRM segmentation

Marketing strategy and performance analysis

Storytelling

TOOLS & TECHNOLOGIES

Python | R | BigQuery | Docker | Cloud Functions | Looker Studio | Google Marketing Platform | GitHub

METHODS

Gradient Boosting, SARIMAX

Diff in Diff, Causal Impact, Geolift

K-Means, RFM analysis

Scoring, recommender systems

Messan Daniel ADUAYOM MESSAN

Data Scientist · Big Data Engineer

PROFILE

ENSAI-trained data scientist specialising in customer insight and marketing performance. From data collection (APIs, ETL, BigQuery) to model deployment (Docker, Cloud Functions), I build prediction, scoring and segmentation solutions, and measure the real impact of digital campaigns with causal inference. Used to turning analyses into dashboards and practical recommendations for business teams.

PROFESSIONAL EXPERIENCE

Data Scientist
Nov 2024 – present

Primelis · Levallois-Perret · Permanent

- **Digital performance analysis and forecasting:** Multi-platform data collection APIs, ETL and centralisation on BigQuery, search trend forecasting (Gradient Boosting, SARIMAX), deployment with Docker and Cloud Functions, performance dashboards.
- **Incrementality measurement:** Campaign impact with Diff in Diff and Causal Impact; geo-testing with Geolift in R.
- **Data quality:** Automated collection, quality control and transformation pipelines.
- **CRM segmentation:** K-Means clustering and RFM analysis to identify high-potential buyers and leads.

Data Scientist
Aug 2023 – Oct 2024

Ad's up Consulting | Groupe EDG · Paris · Fixed-term

- **Digital analytics:** Product scoring (+40% average basket), keyword search volume forecasting (+20% ROAS), alerting, media and CRM reporting in Looker Studio.
- **Innovation:** Product recommender system, study of marketing mix models for offline media.
- **Professional thesis (ENSAI):** Lead prediction models: a B2C case study.

Data Analyst
Jan 2023 – Aug 2023

Ad's up Consulting | Groupe EDG · Paris · Internship

- **Data collection:** Multi-source APIs (Google Analytics, Google Ads, product feeds, Google Trends) and automated data preparation.
- **Analysis and modelling:** Looker Studio dashboards, K-Means and RFM segmentation, classification for product scoring, keyword benchmarking.

Risk Analyst
Nov 2022 – Jan 2023

Bureau of Theoretical and Applied Economics (BETA) · Strasbourg · Internship

- Modelled perceived utility and attitudes to risk under uncertainty; analysed user expectations of transport reliability.

Software Analyst
Mar 2020 – Jun 2021

ANPECTP · Dakar, Senegal · Part-time

- Databases and interface prototypes for Kay Nu Foo, a platform promoting Senegal's cultural heritage (traditional tales, games and toys).

EDUCATION

Specialised Master's in Data Science for Customer Insight · ENSAI — 2023 – 2024
Thesis: optimising and deploying predictive models for lead generation (B2C).

Master's in Statistics and Econometrics · Faculty of Economics and Management, University of Strasbourg — 2021 – 2023

Bachelor's in Applied Mathematics · Groupe ISM — 2018 – 2021

Bachelor's in Computer Science · Champollion National University Institute — 2018 – 2021