

LANS WILSON ODIDI

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EDUCATION

The University of Texas at Dallas
Tarrant County College

Bachelor of Science, Computer Information Systems & Technology
Associate of Science

August 2025
June 2021

OBJECTIVE AND EXPERIENCE SUMMARY

Recent IT graduate with a concentration in Business Analytics, skilled in developing solutions with the Microsoft Power Platform, SQL, and Python. Seeking a Business Analyst role to apply technical expertise in requirements analysis, solution development, and process improvement to solve complex business problems. Proven strategic thinker, having independently managed a tech reselling business that generated over \$300,000 in annual revenue.

TECHNICAL SKILLS

- Programming: C, C++, Python (Pandas, scikit-learn), HTML, UML, R, SQL, Java, Javascript, CSS, React, Node.js, MongoDB, PostgreSQL
- Software: MySQL Workbench, Visual Studio Code, Microsoft Excel, Tableau, PowerBI, Anaconda, Jupyter Notebook, SAP.
- Management Tools: Facebook Business Suite, JIRA, SharePoint, Confluence,
- Tools & Frameworks: Agile Scrum Kanban workflows, Git, Docker, AWS, TensorFlow, PyTorch, RESTful API Design, Unit Testing

ACADEMIC PROJECT

Case Document Management Tracker

June 2025

- Built a custom Power App from scratch for legal teams to manage case files, using Dataverse for all data and document storage.
- Developed the app's user-friendly interface and forms, implementing Power Fx logic to create dynamic dropdowns that look up related case information.
- Analyzed different methods for file handling, choosing to use native Dataverse storage over a more complex Power Automate flow to improve app speed and simplify the design.

Uber & Lyft, Ride Cost Prediction, Using Regression Models

December 2024

- Preprocessed and cleaned a dataset of over 645,000 ride records by handling null values and inconsistencies, establishing a reliable foundation for model training.
- Used Matplotlib and Seaborn to visualize data distributions and feature relationships, identifying key price predictors via a correlation matrix heatmap.
- Engineered and evaluated regression models, achieving a 92% R-squared score on the test set with a multiple linear regression model that incorporated distance, surge pricing, and service type.

Facebook Marketplace Data Scraper & Discord Bot

November 2024

- Implemented Selenium WebDriver to navigate Facebook Marketplace, interact with web elements, and scrape relevant listing data, including prices and conditions.
- Employed BeautifulSoup to parse HTML content and extract meaningful data into a structured format using Pandas to ensure accessible storage for bot processing.
- Integrated bot functionality with Discord to send real-time notifications about new listings that match the set criteria, complete with URLs for easy access.

SQL-Based Data Management System for Academic Institution

December 2023

- Integrated a new entity into the existing data model, establishing one-to-many relationships between departments, students, and courses.
- Developed and executed SQL queries involving JOIN, GROUP BY, and HAVING clauses to extract, filter, and aggregate critical data for business intelligence reports.
- Collaborated with a cross-functional team of five members to deliver a fully functional database project following academic guidelines and industry standards.

WORK EXPERIENCE

Wilson Electronics Commerce LLC - Proprietor; Grand Prairie, Texas.

May 2021 - Present

- Identified and targeted key audience demographics to expand daily ad reach beyond 250,000 potential customers.
- Analyze the impact of sales and profit margins on revenue, finding the need for a 40% increase in sales or a 34% increase in profit margin to increase revenue using Excel's Scenario Manager.
- Forged strategic partnerships that streamlined backend operations; achieved a 15% increase in repair revenue.

Vcare Whitepaper Research Project - Market Analyst; Richardson, Texas

January 2025 - May 2025

- Took ownership of local market research by identifying and analyzing leading U.S. healthcare robotics companies and their competitive positioning.
- Led the marketing recommendations for vCare by identifying communication channels and strategic approaches to reach senior living and retirement communities.

StreetCents - *Volunteer Technical Associate, Richardson, Texas.*

August 2024 - December 2024

- Designed and managed a virtual workshop platform for students, coordinating a team of 4 volunteers and presenting data-driven marketing plans and recommendations to stakeholders using Microsoft PowerPoint.
- Researched and connected with 20+ key educational leaders and community stakeholders; facilitated a targeted email campaign directly driving workshop attendance and strengthened relationships with partners.

LEADERSHIP

Isonama.com - *Platform Owner*

Spring 2024

- Launched an autonomous E-commerce site, expanding product listings from 3 to 50 within one month.
- Led a team of five to integrate user reviews and AI chatbot functionality, focusing on user experience improvements.

Event Planning - *Project Manager, Dallas, Texas*

March 2023 - June 2023

- Coordinated 100% of strategic planning and event logistics, scaling attendance to 200+ by the second event.
- Negotiated venue contracts and orchestrated logistics with DJs and security teams to enhance event quality and safety.

ADDITIONAL INFORMATION

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions