

**BLACK  
— IN  
DATA —**

**Finding Low  
Hanging Fruits  
Using Data**



# Breaking the ice...

**Get to know someone new in your breakout rooms. Use the following 3 icebreakers as your starter for 10...**

- 1. Name, current role, current organisation...**
- 2. Dream job & organisation in three years time...**



# Introduction to Abdullahi Adamu

## Data Scientist at Publicis Media

Abdullahi was born in Azare, Nigeria of Bauchi State. He grew up with a natural curiosity for technology. He started learning Basic on a vTech computer and that was the start of his journey into computer science.

During his secondary school education at the Nigerian Turkish College (NTIC) in Kano, Nigeria, he started writing small computer programs including a mini asteroid game. At the University Of Nottingham, Malaysia Campus, he studied computer science and was nominated to be the class representative for his class. He progressed directly to PhD where he specialised on evolving artificial neural networks for efficient learning using inspirations from neuroscience. There he applied neural networks for predictive analytics on various benchmark datasets from UCI machine learning repository and published his results in international journals and conferences.

He has worked on a big data project as a postdoctoral researcher with the Horizon Lab, University Of Nottingham, Jubilee Campus, UK on the problem of Dengue Outbreak Prediction where he aggregated probably the most comprehensive Malaysian dengue outbreak dataset at the time from multiple sources.



# Introduction to Lukman Sanusi

## Senior iOS Engineer at Apple

Lukman Sanusi was born and raised in Kano, Nigeria. He was always captivated by puzzles. He soon discovered his passion for Mathematics and participated in a number of competitions. While growing up, he tinkered around with computers. His good grades led to several recommendations to pursue medicine as a profession thereby down the path of attaining a Biochemistry degree at Saint John's University in Minnesota, USA.

Lukman created a portfolio which led him to apply to programming jobs and switch career paths when he was awarded a position at Atomic Axis. After building a number of applications for customers in a short period of time, he joined ForeFlight where he spent the rest of the time building his career. He began as an individual contributor and rose up to becoming an Engineering Lead and currently empowers a team at ForeFlight, a Boeing Company. At ForeFlight he was part of the team that built a robust application that pilots get to use for preflight, inflight and post flight operations.

Lukman has worked on numerous applications with a cross functional team consisting of mobile, web and devops engineers. Currently, he is a Senior iOS Engineer at Apple US where he contributes to the codebase that powers a lot of today's mobile phones.



# Top tips for getting into data...

## Technical Tip...

- Master at least one programming language such as SQL, Python or R.
- Create a portfolio of projects.
- Storytelling is key, get into the habit of simplifying your data story to suit your audience.
- Join groups and take part in hackathons.
- Showcase your projects on social media such as LinkedIn.



# Top tips for getting into data...

## Other important tips...

- Don't worry about job titles, apply anyway!
- Apply for roles that you are passionate about.
- Be honest about your skills and ability.
- Be resilient and persistent, it will happen but it may take some time.
- Use your network for referrals and job recommendations.

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**Thank  
you**

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