

# DARE SUNDAY

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Analytics Engineer and AI Infrastructure Builder with 8+ years across fintech, retail, and enterprise. Currently Senior Data Analyst at JD Group running analytics engineering on Databricks, Snowflake, dbt, and Looker across a multi-brand international retail operation. Author of OnlyMetrix (governed metrics for BI tools and LLM agents, with native Lightdash integration) and Kanoniv (production AI trust infrastructure for agent identity, delegation, and audit). Strong software engineering discipline across 13 repositories in Python, TypeScript, and Rust with full CI/CD, automated testing, and production deployment workflows. Proven data quality track record: implemented frameworks at VBank, a regulated fintech, improving accuracy by 25%. Deep Python and advanced SQL. Comfortable partnering with Data Scientists, Product Managers, and executives to translate analytical needs into robust data and AI infrastructure. Strong mentorship background from managing an 8-person data team. Azure-certified across Data Engineering, Data Science, Database Administration, and Power BI. MSc Computer Science in progress at the University of East London.

## CORE CAPABILITIES

<b>Analytics engineering at scale</b>	Production experience with the modern data stack: dbt, Snowflake, Databricks (Delta Lake, medallion architecture), BigQuery, Redshift, Looker, ThoughtSpot, Power BI, Google Analytics, Tableau. Advanced SQL: complex joins, window functions, CTEs, query optimisation. Kimball dimensional modelling, SCD Type 2, star schemas, data marts. Full SDLC discipline: Git, CI/CD, testing, code review, documentation-as-code.
<b>OnlyMetrix: governed metrics and semantic layer</b>	Author of OnlyMetrix (onlymetrix.com), a governed metrics and analytics platform for BI tools and LLM-based agents. Versioned metric definitions, dbt manifest integration, native Lightdash integration, Python SDK, CLI tooling, reliability layer, and lineage tracing. Production-grade engineering with pytest, Pydantic typed models, and GitHub Actions CI/CD.
<b>Kanoniv: AI trust infrastructure</b>	Author of Kanoniv (kanoniv.com), a production AI trust infrastructure platform. Cryptographic agent identity (Ed25519), scoped delegation chains, tamper-proof audit logs. SDKs in Rust, TypeScript, and Python across 13 repositories. Author of dbt-kanoniv, an open source dbt package for entity resolution that outperforms Splink.
<b>Data quality, governance, and reliability</b>	Treat data quality as non-negotiable. Implemented data quality frameworks at VBank, a regulated consumer fintech, improving accuracy by 25%. Production experience with dbt tests (generic, singular, custom), source freshness, anomaly detection, monitoring, alerting, and data contracts. Strong Root Cause Analysis discipline on production data issues.
<b>Statistical modelling and ML</b>	3 years as Senior Data Scientist at Tenece and Octave (Bill and Melinda Gates Foundation contract). Regression, propensity score matching, difference-in-differences, A/B testing, causal inference, online visitor segmentation, clustering. Production ML at VBank: fraud detection (7% reduction) and recommendation engine (15% cross-sell uplift).
<b>Python, APIs, and software engineering</b>	Strong Python across analytics engineering, ML, and product work. Built and maintain OnlyMetrix, Kanoniv, and dbt-kanoniv as open source projects with proper engineering discipline: typed models, automated tests, CI/CD, semantic versioning, package releases. Airflow orchestration, FastAPI services, AWS and Azure cloud platforms.

## EXPERIENCE

**Senior Data Analyst** | **JD Group** | Jun 2022 - Present (*Analytics Engineering | Multi-brand International Retail*)

- Own the analytics engineering layer across Databricks, Snowflake, Fabric, dbt, Looker, ThoughtSpot, and Power BI. Build and maintain scalable data models powering commercial analytics, product reporting, and executive dashboards across a multi-brand international retail operation.
- Anchor commercial analytics for the Adidas Trading team. Partner with Commercial, Product, and Engineering leads to translate campaign performance, trading, and pricing data into decisions that drive multi-million-pound outcomes.
- Champion engineering discipline in analytics: GitHub version control, CI/CD via GitHub Actions, dbt testing (generic, singular, custom), documentation-as-code, code reviews, and performance tuning. Raise the quality bar through the work rather than through proposals.

- Mentor analysts and junior engineers on SQL patterns, data modelling, experimentation discipline, and stakeholder communication. Run Root Cause Analysis on production data issues and implement fixes at code and process level.

**OSS Author and AI Engineer** | [Optimum AI Solutions](#) | May 2025 - Present (*Open Source Projects* | *OnlyMetric* | *Kanoniv*)

- Author of OnlyMetric (onlymetric.com), a governed metrics and semantic layer platform for BI tools and LLM-based analytics agents. Versioned metric definitions, dbt manifest integration, native Lightdash integration, Python SDK, CLI tooling, reliability layer, lineage tracing. Full engineering discipline: pytest, Pydantic, GitHub Actions CI/CD, semantic versioning.
- Author of Kanoniv (kanoniv.com), a production AI trust infrastructure platform. Cryptographic agent identity (Ed25519), scoped delegation chains, and tamper-proof audit logs for agentic AI systems. SDKs in Rust, TypeScript, and Python across 13 repositories.
- Author of dbt-kanoniv, an open source dbt package for deterministic and probabilistic entity resolution. Benchmarked to outperform Splink on accuracy and throughput.
- Kanoniv agent-auth published as an open source pip package, framed publicly as "sudo for AI agents" and connected to real-world supply chain attack discourse (axios npm compromise). Building in public, in code, with the governance discipline that production AI systems need.

**Head of Data** | [VBank](#) | Mar 2019 - May 2022 (*Founding Data Hire* | *Regulated Consumer Fintech*)

- Founding data hire at a regulated consumer fintech. Built the data function from zero across analytics, data engineering, and data science. Grew the team to 8 people. Reported directly to the executive leadership team with regular CEO and CFO partnership.
- Designed and built the full analytics warehouse on AWS (S3, Glue, Athena, Postgres) with Kimball dimensional modelling. Established core product and commercial metrics: acquisition, activation, retention, LTV, CAC, and cross-sell.
- Deployed production ML systems: fraud detection reducing fraudulent transactions by 7%, recommendation engine delivering 15% cross-sell uplift. Owned feature engineering, model training, validation, and deployment end-to-end.
- Built a production data quality framework covering profiling, validation, monitoring, and alerting that improved data accuracy by 25% in a regulated environment. Mentored the team on SQL, Python, statistical modelling, and engineering discipline.

**Senior Data Scientist turned Enterprise Analytics Manager** | [Tenece Professional Services](#) | Apr 2019 - May 2021 (*Banking Clients* | *Enterprise*)

- Joined as Senior Data Scientist applying statistical modelling, customer segmentation, predictive analytics, and frequentist and Bayesian analysis to enterprise analytics problems for major Nigerian banking clients before transitioning into Enterprise Analytics Manager.
- Delivered customer segmentation, propensity modelling, and targeting analytics for banking clients, enabling them to allocate marketing and commercial investment more efficiently. Translated complex models into clear commercial recommendations for senior stakeholders.
- Led a 4-person analytics team across concurrent client engagements. Established analytics standards, data quality frameworks, and documentation practices adopted as the baseline across client organisations.
- Led Oracle to Azure enterprise data platform migrations reducing data retrieval times by 40%. Managed vendor relationships with Informatica and Qualtrics.

**Senior Data Scientist** | [Octave Analytics](#) | Jan 2018 - Mar 2019 (*Data Science* | *Gates Foundation Contract*)

- Delivered data science and geospatial ML engagements under a Bill and Melinda Gates Foundation contract. Built predictive models and automated insight delivery pipelines in Python and R.

## EDUCATION AND CERTIFICATIONS

**MSc Computer Science** | [University of East London](#) | **Expected 2026**

HND, Statistics | [Yaba College of Technology](#) | Oct 2008 - Oct 2013

Microsoft Certified: Azure Data Engineer Associate | Azure Data Scientist Associate | Azure Database Administrator Associate | Power BI Data Analyst Associate