PHIWOKUHLE SIBISI

DATA SCIENTIST | APPLIED MACHINE LEARNING | PREDICTIVE ANALYTICS

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PROFESSIONAL PROFILE

Postgraduate-qualified data science and analytics practitioner with a completed NQF Level 8 Postgraduate Diploma in Data Science (2026) and hands-on experience developing predictive analytics prototypes, operational dashboards and automated reporting applications. Uses Python, Pandas, SQL, Power BI and Flask to convert complex business questions into data preparation, analysis and decision-support solutions. Brings 19 years of broadcast operations experience, including post-production supervision, resource planning and performance measurement. Targeting Data Scientist, Applied ML and Predictive Analytics roles.

TECHNICAL CAPABILITIES

Data science & statistics Python, Pandas, NumPy, scikit-learn, regression, classification, feature engineering, time-series forecasting, model evaluation and exploratory analysis.

Analytics & development Power BI, DAX/Power Query, SQL, Excel, SQLite, Flask, data visualisation, dashboards, automated reporting and data transformation.

Advanced training Deep learning, TensorFlow/Keras, NLP, computer vision, AWS cloud concepts, PySpark and MLOps (coursework/training).

SELECTED DATA SCIENCE AND ANALYTICS PROJECTS

WORKFORCE HOURS & OVERTIME-RISK ANALYTICS | Python • Pandas • Power BI • Predictive modelling

- Built automated reporting workflows that consolidate shift and employee-hours data, analyse utilisation and flag employees approaching a 180-hour monthly threshold.
- Developed regression-based forecasting experiments to estimate cumulative working hours and support proactive staffing decisions; evaluated model predictions and business-use implications.

RETAIL DEMAND & PRICING PREDICTION PROTOTYPE | Python • Pandas • Regression

- Created a synthetic SKU-level retail dataset with price, promotional and trend variables; explored relationships and forecasting scenarios to support price-and-demand decisions.
- Structured analysis as an educational prototype rather than a production retail system.

APPLIED ML LEARNING PROJECTS | ANN • LSTM • Classification

- Worked with guided neural-network notebooks covering customer churn classification, MNIST image classification and LSTM-based movie-review sentiment analysis.
- Practised comparing modelling choices, interpreting performance and identifying overfitting/underfitting.

OPERATIONAL & WEB ANALYTICS DASHBOARDS | Power BI • Flask • SQLite

- Designed KPI reporting for editing hours, workflow performance and resource utilisation; built Flask applications with SQL-backed records, enquiry capture and traffic analytics.

PROFESSIONAL EXPERIENCE

POST-PRODUCTION SUPERVISOR / OPERATIONAL ANALYTICS | SuperSport International | Johannesburg | Nov 2013 - Jul 2026

- Analysed operational data to monitor editing hours, resource allocation, service performance and monthly trends; translated findings into management reporting and decisions.
- Built operational KPI dashboards and reporting processes to improve visibility of workflow bottlenecks and resource utilisation.
- Led time-sensitive production workflows, coordinating people and resources and communicating analytical requirements across technical and business stakeholders.
- Supported workplace training for editors over approximately eight years, including performance measurement and feedback.
- Contributed operational expertise to broadcast-technology improvements and an automated sports highlights implementation.

SENIOR VIDEO EDITOR | SuperSport International | Johannesburg | Jul 2007 - Oct 2013

- Produced time-critical broadcast content and developed detailed understanding of quality, turnaround and production workflows.

EDUCATION & QUALIFICATIONS

POSTGRADUATE DIPLOMA IN DATA SCIENCE (NQF LEVEL 8) | Digital Regenesys | Completed 2026
Coursework: Statistics for Data Science, Python, Predictive Modelling with Machine Learning, Deep Learning with Artificial Neural Networks, Artificial Intelligence, Data Storytelling with Power BI and Data Ecosystem concepts.

ADVANCED DIPLOMA IN MANAGEMENT PRACTICE | Henley Business School | Awarded Dec 2022

NATIONAL DIPLOMA IN VIDEO TECHNOLOGY | Durban University of Technology | Awarded Apr 2006

PROJECT MANAGEMENT (NQF LEVEL 5) | KLM Empowered | Certificate completed Feb 2016

SPECIALISED TRAINING & DEVELOPMENT

Digital Regenesys (2024-2025) Advanced Data Science: ML, deep learning and web development; Computer Vision; Natural Language Processing; Time-Series Analysis & Forecasting; Applied Data Science: AWS, PySpark and MLOps.

Analytics tools Python and MySQL fundamentals; Power BI; MongoDB; Tableau; R programming.

Other Full Stack Data Analysis (2025); Le Wagon Full Stack Web Development (2023); Insimbi facilitator training.

BUSINESS STRENGTHS

Workforce and operations analytics • Decision-focused data storytelling • KPI design • Stakeholder requirements • Process improvement • Resource planning • Cross-functional collaboration