ANTHONETTE ADANYIN



Job: Lead insight analyst

Company: Wireless logic

I amplify customer voices across global markets, turning unstructured feedback into strategic insights. By applying AI and linguistic analysis, I help businesses understand sentiment, identify trends, and make data-driven decisions that improve customer experience and operational performance."

Real Role Model

Empathetic	Problem-solver	Curious

The skills I use most in my job... Natural language Processing

- Presentation
- Business strategy
- Python
- Stakeholder management

The most interesting thing I've worked on in my career so far... Developing an ethical AI framework for multi-language customer feedback analysis that transformed insights across 165 countries. By preserving cultural nuance and empathy, I created a pioneering approach to understanding customer voices that goes beyond traditional sentiment analysis.

What inspired me into digital and tech... Fascinated by technology's power to solve complex human problems. My experience in Banking sector sparked curiosity about data's potential to transform industries. I saw how insights could drive meaningful change, turning raw information into strategies that improve businesses and people's lives.

My educational background is... Earned a Master's in Artificial Intelligence from University of Wolverhampton, complemented by specialized certifications in AWS and data analytics. Continuously expanded expertise through advanced training in data science, machine learning, and professional development to drive innovative insights.

What advice I'd give to girls thinking about a career in digital and tech... Embrace your unique perspective. Tech isn't about perfection, but problem-solving. Learn continuously, don't fear failure, and remember your diversity is your strength. Build networks, seek mentors, and never doubt your ability to innovate and create groundbreaking solutions.