

# ABIGAE L CHEROTICH

## Research and Data Analyst

Portfolio: <https://rb.gy/2b18rq>



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### CAREER PROFILE

- Research and Data scientist/ Analyst professional with 5 years' experience in research and data analysis industry
- Ability to provide solution to organizational problem through research, data collection, analysis visualization and interpretation of results
- My goal is to be an expert in research and data analysis field providing clear and easily understandable visuals and analysis that help management and employees in decisions making

### EDUCATION

- **Bachelor of Economics and Statistics**, South Eastern Kenya University
- **Monitoring, evaluation, Accountability and Learning in emergencies**
- **Certified Public Accountant** part 1, KASNEB

### STATISTICAL TOOLS

|                             |  |
|-----------------------------|--|
| Quantitative Analysis Tools | SPSS, Python, Rstudio, STATA and Excel |
| Qualitative Analysis Tools  | Excel, NVIVO and Dedoose               |
| Data Visualization Tools    | Rshinny, Power Bi, Tableau and Excel   |
| Database Management         | SQL                                    |
| Scripting tools             | Google forms and Survey to go          |

### CORE SKILLS AND COMPETENCIES

- Data scraping
- Data wrangling and mining
- End to end project management
- Creation of automated KPI dashboards
- Questionnaire design
- Model development
- Monitoring and evaluation
- Good communication and negotiation skills
- Report writing and presentation skills

### PROFESSIONAL WORK EXPERIENCE

#### DALBERG RESEARCH

**Outline:** Global consulting company that provides quantitative and qualitative research for businesses, NGOs, governments and other institutions globally.

**Data Analytics Executive** November 2023- Present

#### Duties and Key Achievements

- **Designed questionnaires and discussion guide** based on client's research objectives and ensures that they are well captured on Decipher and SurveyCTO
- **Impact analysis:** using advanced tools such as STATA, Python and R, I did impact assessment of social research projects using experimental/quasi-experimental approach for different non-profit international organizations e.g. IFC, Triggerise and World bank
- **Qualitative and Quantitative Analysis:** employed advanced statistical methods, data mining techniques, and proficiency in Python, R, Dedoose and NVIVO to conduct thorough data analysis, extracting insights and uncovering patterns within complex datasets
- **Developed and maintained dashboards** using tools such as Rshinny, Tableau, Excel and Power BI to effectively communicate analytical findings to stakeholders, facilitating informed, data-driven decision-making.
- **Data quality assurance:** spearheaded the development and implementation of data quality assurance processes, guaranteeing data accuracy, reliability, and consistency across multiple systems and sources
- **Data Audit:** utilized advanced analytical techniques and programming languages such as SQL and

R to analyze large datasets and identify data anomalies, ensuring data integrity and reliability

- **Designed and implemented robust data models** to support complex analytical queries, predictive modeling, and forecasting, ensuring the accuracy and integrity of the data Provide statistical and technical expertise on data mining and data mining sources
- **Engaged closely with clients to comprehend their requirements**, define key performance indicators (KPIs), and deliver data-driven insights that aided their decision-making processes
- **Report writing and presentation** to both technical and non-technical teams

## **NIELSEN IQ**

**Outline:** Working for a global consulting company dealing with market research and data analysis. My role involved dealing with clients (organizations) daily and ensuring their research need is met.

### **Senior Research Executive 2021-2023**

#### **Duties and Key Achievements**

- **Quantitative and Qualitative research:** Successfully executed both qualitative and quantitative research for different organizations such as Coca Cola, SCB bank and Safaricom
- **Market Research:** Helping both local and international organizations understand where they sit in the market and recommending the path they should take to achieve their company objectives
- **Quantitative Data analysis:** Successfully analyzed large dataset using Python, SPSS and Excel. This has helped the organization cut on costs as it depended on vendor for analysis
- **Qualitative data analysis:** Use of NVIVO to perform thematic and content analysis of qualitative data derived from Key informant interviews and Focus Group Discussion
- **Dashboard creation:** Successfully designed automated KPIs dashboard with Excel and PowerBi for different organizations such as Safaricom Kenya, Bank One and Coca Cola Company for effective and efficient tracking of company progress
- **Project management:** successfully implemented the entire project cycle of at least 6 projects monthly to ensure timely execution and delivery of insightful reports to clients.
- **Development of proposals and PowerPoint reports** as well as doing presentations to the Nielsen's client
- **Designed questionnaires and discussion guide** based on client's research objectives and ensures that they are well captured on Decipher and Survey to Go
- **Budget planning:** Successfully created a feasible budget plan for each project and share with company's clients for their approvals

## **METROPOL CORPORATION**

### **Research Analyst November 2020-April 21**

#### **Key duties and achievements**

- **Competitive Analysis:** Identify and evaluate competitors' strategies to determine their strengths and weaknesses relative to those of Metropol's products. This has led to Ksh100,000 increase in Revenue
- **Designed automated KPIs Dashboards** of Metropol's Revenue data with Excel and Tableau tools
- **Qualitative and quantitative research** on reasons behind debtors defaulting on MSHWARI and NCBA loans and best recovery methods that can be used
- **Market and marketing Research:** Research emerging markets that may have a need for Metropol products or services while expanding distribution channel

## **COMMISSION ON REVENUE ALLOCATION**

### **Research and Data Analyst – Intern: October 2019- October 2020**

#### **Key duties and achievements**

- **Conducted data entry and data analysis** of annual financial statements for the 47-kenya county governments within 1 week by use of Excel and then prepare PowerPoint presentation of the findings
- Executed **quantitative and qualitative research** and generated reports as it comes
- Designed **dynamic dashboards** on different research projects

## **REFERENCES**

**Mr. Obed Nyangena**  
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National Mining Corporation (NAMICO)  
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