

ABIGael CHEROTICH

Research and Data Analyst Professional

Portfolio: Abigael Portfolio Website



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CAREER PROFILE

- Research and Data scientist/ Analyst with 5 years' experience in research and data analytics field
- Ability to provide solutions to organizational problem through research, data collection, analysis, modelling, visualization and interpretation of results
- My goal is to help organizations optimize their revenue and meet objectives through data driven decision approach by providing clear and easily understandable reports

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	<i>SPSS, Python, Rstudio, STATA and Excel</i>
Qualitative Analysis Tools	<i>Excel, NVIVO and Dedoose</i>
Data Visualization Tools	<i>Looker, Odoo, Rshinny, Power Bi, Tableau and Excel</i>
Database Management	<i>SQL</i>
Scripting tools	<i>Google forms and Survey to go</i>

CORE SKILLS AND COMPETENCIES

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

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

- **A/B Testing & Experimentation:** Led A/B testing initiatives to optimize website performance, enhance user experience, and boost conversion rates. Analyzed experiment results using Google Analytics and Python, uncovering trends that resulted in a 10% increase in user retention. Additionally, built interactive Power BI dashboards to visualize test performance and support data-driven decision-making across departments.
- **Segmentation analysis:** Conducted segmentation analysis to identify distinct customer groups based on demographic, behavioral, and psychographic data, providing actionable insights for targeted marketing strategies for different clients
- **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, Trócaire 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 R Shiny, 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

- **A/B Testing & Experimentation:** Led A/B testing experiments on the company's web application to enhance user engagement and conversion rates by designing and implementing split tests using Google Optimize, Optimizely, and SQL to ensure statistically significant results. Leveraged Google Analytics and Python to interpret experiment data, uncovering key insights that improved customer acquisition by 10%
- **Performed segmentation analysis** for clients like Vodacom, helping them understand and target key customer segments, leading to improved marketing campaign efficiency and increased customer engagement
- **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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