# ABIGAEL CHEROTICH

## Research and Data Analyst Professional

**Portfolio: Abigael Portfolio Website**

+254704990012    Abigaelcherotich867@gmail.com    https://www.linkedin.com/in/abigael-cherotich

## CAREER PROFILE

- Research and Data Analyst with **5+ years of experience** delivering actionable insights through quantitative and qualitative research across corporate, consulting, and development sectors.
- Adept at turning complex data into clear reports and interactive dashboards that support evidence-based planning, impact evaluation, and strategic decision-making.
- Committed to helping organizations optimize revenue and achieve goals through data-driven approaches and accessible, decision-ready reporting.

## 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** | *Looker, Odoo, Rshinny, Power Bi, Tableau and Excel* |
| **Database Management** | *SQL* |
| **Scripting tools** | *Google forms and Survey to go* |

## CORE SKILLS AND COMPETENCIES

- Creation of automated KPI dashboards
- Data wrangling and mining
- End to end project management
- A/B testing experimentation
- Budget planning
- 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**

- **Built and maintained real-time dashboards** using Looker, Tableau, Excel, and Power BI, accelerating stakeholder reporting cycles and increasing transparency of performance metrics.
- **Conducted A/B testing and experimentation** which led to a 10% increase in user retention and improved performance: visualized outcomes through interactive Power BI and Looker dashboards for cross-functional teams.
- **Performed segmentation analysis** using demographic, behavioral, and psychographic data, which enhanced marketing precision and enabled clients to launch more targeted and

effective campaigns.

- **Designed questionnaires and discussion guides** aligned with client research goals, ensuring accurate data collection via Decipher and SurveyCTO, leading to more relevant insights and actionable findings.
- **Led impact assessments** for global NGOs such as IFC, Triggerise, and the World Bank using experimental and quasi-experimental methods with STATA, Python, and R, resulting in evidence-based program improvements and funding strategy adjustments.
- **Executed qualitative and quantitative data analysis** using Python, R, NVIVO, and Dedoose, which uncovered deep insights and patterns in large datasets, improving client decision-making capabilities.
- **Implemented a robust data quality assurance framework,** improving data accuracy and consistency across multiple systems, which reduced processing errors by 30%.
- **Performed data audits** on large datasets using SQL and R, identifying anomalies and correcting inconsistencies that enhanced overall data reliability and integrity.
- **Produced and presented comprehensive analytical reports** tailored for both technical and non-technical audiences, leading to **greater buy-in and clarity** across project stakeholders.
- **Budget planning**: Successfully created a feasible budget plan for each project, ensuring all projects were executed within approved financial limits

## NIELSENIQ
**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 needs is met.

### Senior Research Executive:                          2021-2023
**Duties and Key Achievements**
- **Created automated KPI dashboards in Excel and Power BI** for organizations such as Safaricom Kenya, Bank One, and Coca-Cola, enabling real-time performance tracking and improved operational efficiency
- **Quantitative Data analysis**: Successfully analyzed large dataset using Python, SPSS and Excel. This has helped the organization reduce dependency on external vendors and cut analysis costs by **25%**
- **Designed and conducted quantitative and qualitative research** for major clients like **Coca-Cola, SCB Bank, and Safaricom,** which informed strategic decisions and shaped product and brand positioning
- **Led A/B testing experiments** on the company's web application using SQL and Looker, resulting in a 15% increase in customer acquisition and improved user engagement
- **Performed segmentation analysis** for clients such as **Vodacom**, which enhanced marketing campaign efficiency and increased customer engagement through better targeting strategies
- **Qualitative data analysis**: Use of NVIVO to perform thematic and content analysis of qualitative data derived from Key informant interviews and Focus Group Discussion
- **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.
- **Developed research proposals and client reports in PowerPoint**, resulting in successful client presentations and repeat business from satisfied organizations
- **Designed customized questionnaires and discussion guides aligned to client goals,** ensuring accurate data collection through Decipher and SurveyToGo, which led to stronger data validity and deeper insights.
- **Created detailed project budgets** and shared them with clients for approval, contributing to efficient financial planning and project transparency
- **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

## 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**

- **Analyzed annual financial statements** for all 47 Kenyan county governments within a 1-week timeframe using Excel, enabling fast, accurate budget reviews and presentations
- Executed **qualitative and quantitative research** across multiple county development indicators and produced detailed reports, supporting data-driven policy formulation
- **Designed dynamic dashboards** for internal research projects, which enhanced stakeholder understanding and facilitated more effective data storytelling

## REFERENCES

**Mr. Obed Nyangena**
Principal Planning Officer,
National Mining Corporation
(NAMICO)
Email:obednyangena@Outlook.com
Phone : 0700349788

**Ms. Penina Chelangat**
Employee Relation Officer,
Mr. Green Africa
Email : peninachelangat778@gmail.com
Phone :0707317778