ABIGAEL CHEROTICH
Research and BI/Data analyst

📍 Nairobi, Kenya | 📞 +254 704 990 012 | ✉ abigaelcherotich867@gmail.com

🔗 LinkedIn: linkedin.com/in/abigael-cherotich | 🌐 Portfolio: Abigael Portfolio Website

Professional Summary

- **Senior research and BI/data analyst with over five years** of experience delivering actionable insights through quasi-experimental, market, and social research across corporate, consulting, and development sectors.
- Skilled at transforming complex datasets into clear, compelling reports and interactive dashboards, applying data visualization best practices and storytelling techniques to drive evidence-based planning, impact evaluation, and strategic decision-making.
- Experienced in advanced SQL, data modeling, and leveraging cloud platforms (AWS, GCP) alongside tools such as Power BI, Tableau, Looker, and Excel to optimize reporting workflows.
- Dedicated to supporting organizations in optimizing revenue and achieving strategic goals through effective data utilization and reporting.

Education & Certifications

- Bachelor of Economics and Statistics – South Eastern Kenya University
- Monitoring, Evaluation, Accountability and Learning in Emergencies

Tools and platforms

- **Statistical & Programming**: SPSS | Python | RStudio | STATA | SQL | RShiny
- **BI & Visualization**: Power BI, Rshiny, Tableau, Looker, Looker Studio and Excel
- **Cloud Platforms**: Familiarity with Snowflake, AWS (Redshift, S3) and Google Cloud (BigQuery).
- **Data Engineering Tools**: Apache Airflow, Apache Kafka and Git

Core Skills

- **Quantitative & Qualitative Research:** Experimental, Quasi-Experimental, Market, and Impact Evaluation.
- **Data Engineering & Modeling:** Advanced SQL (optimized queries, schema design, data integrity), ETL pipeline automation with **Apache Airflow**, data transformations and version control with **dbt**, and real-time data streaming with **Apache Kafka**.
- **Advanced Analytics:** Predictive modeling, clustering, regression, and classification using **scikit-learn and TensorFlow**.
- **Data Governance, Protection & Compliance**: Ensuring data quality, security, GDPR compliance, and data protection policies across multi-source datasets.
- **Data Visualization & Storytelling:** Applying best practices to build clear, impactful dashboards (Power BI, Tableau, Looker, Looker Studio).
- **Business Intelligence Practices:** KPI development, performance monitoring, and impact evaluation.

- **Other:** A/B testing & experimentation; data wrangling, mining, cleaning; financial and budget planning; proposal & report writing; project management & stakeholder engagement.

Professional Experience

Data Analytics Executive

Dalberg Research | Feb 2024 – Present

- **Built and maintained 50+ real-time dashboards** using Looker, Tableau, Excel, and Power BI and hosting on **Google Cloud BigQuery**, 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 connected to BigQuery 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 quantitative data analysis** using Python, R, SPSS, and Stata, uncovering deep insights and patterns in large datasets stored in cloud-based environments (AWS S3 and GCP BigQuery) to improve client decision-making.
- **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 Advanced 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.
- **Technical Proposal development and Budget proposal**: Contributed to revenue growth by developing and submitting over 30 successful proposals.
- Implemented QA framework, reducing processing errors by 30% across datasets.

Senior Research Executive

NielsenIQ | May 2021 – Jan 2024

- Created automated KPI dashboards in Excel and Power BI, integrated with **Snowflake and AWS Redshift**, enabling real-time performance tracking and improved operational efficiency for organizations such as Safaricom Kenya, Bank One, and Coca-Cola.
- **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 solar product payment, resulting in a 15% increase in revenue.**
- **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**: Conducted market research to provide strategic recommendations for local and international clients to achieve business objectives.

Research Analyst

Metropol Corporation | Nov 2020 – Apr 2021
- Conducted **competitive analysis** that generated KSh 100,000 additional revenue.
- Built automated **revenue dashboards** (Excel, Tableau).
- Researched loan default behavior for NCBA and M-Shwari, informing recovery strategies.
- Performed **market research** on emerging markets, expanding distribution opportunities.

Research and Data Analyst – Intern

Commission on Revenue Allocation | Oct 2019 – Oct 2020
- **Analyzed annual financial statements** for 47 counties in one week using Excel, improving budget reviews.
- Conducted development indicator research and reporting, supporting policy formulation.
- Built dynamic dashboards for internal projects, improving data storytelling and stakeholder engagement.

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