

ABIGAE L CHEROTICH

Research and Data Analyst Professional

Portfolio: <https://shorturl.at/VqOQC>



+254704990012



Abigaelcherotich867@gmail.com



<https://www.linkedin.com/in/abigael-cherotich>

CAREER PROFILE

- Research and Data scientist/ Analyst with 5 years' experience in research and data analytics field
- Ability to provide solution 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	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

- Prediction and Model development
- Data wrangling and mining
- End to end project management
- Creation of automated KPI dashboards
- Questionnaire design
- Data scraping
- 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

- **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, 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

- **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

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