ABIGAEL CHEROTICH

Monitoring, Evaluation & Research Specialist | Impact Evaluation | Statistical Analysis

Portfolio: Abigael Portfolio Website

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CAREER PROFILE

- Monitoring, Evaluation & statistical analyst with six years of experience designing and executing large-scale evaluations, surveys, and data systems across East Africa.
- Expert in mixed-methods research, quasi-experimental methods, statistical analysis, and evidence generation to inform program design, policy, and donor decisions.
- Proven ability to lead baseline, midline, and endline studies, develop monitoring frameworks, and produce decision-ready insights that improve program outcomes and operational effectiveness.

KEY SECTORS OF EXPERIENCE

- Education and learning outcomes
- Sexual and Reproductive Health and Rights (SRHR)
- Governance and civic engagement
- Youth empowerment and livelihoods
- Economic development and financial inclusion
- Humanitarian and resilience programs
- Social protection and community development

EDUCATION

- **Bachelor of Economics and Statistics**, South Eastern Kenya University
- **Monitoring, evaluation, Accountability and Learning in emergencies**

CORE TECHNICAL SKILLS

Monitoring, Evaluation & Learning	• Theory of Change development • Results frameworks • Indicator design • OECD-DAC criteria • Baseline/Midline/Endline evaluations • Desk review • Longitudinal studies • Mixed-methods design
Survey Data Expertise	• Survey design • Data cleaning • Logic checks • Open-ended coding • multi-level datasets • Data harmonization • Metadata management • Complex tabulations
Analysis & Modelling	• Multilevel modelling • Regression • Segmentation • Multivariate analysis • Secondary data analysis
Data Systems & Processing	• Kobo, SPSS, Python, Rstudio, STATA, Dedoose and Excel
Data Visualization & Reporting	• Power BI • Looker • Tableau • R Shiny •Word •PowerPoint
Database Management	SQL
Other Competencies	• Quality assurance frameworks • budgeting • Project management • Capacity building

PROFESSIONAL WORK EXPERIENCE

Independent Monitoring & Evaluation and Statistical Consultant | Kenya & East Africa
                                                                            2019- Present

Projects and tasks executed
- *Endline Evaluation of governance and gender equality project – Tetea Phase 3 | Wajibu Wetu / Buni Media*
  - Led full evaluation lifecycle: design, tool development, sampling (200 respondents, 10 KIIs and 2FGDs, data collection, analysis, and reporting).
  - Applied mixed-methods design; produced evidence-based insights assessing program outcomes and impact.
- *GBV and SRHR Program Mapping – Akili Dada*
  - Conducted desk review, database cleaning and validation, survey design and scripting, stakeholder engagement, and quantitative analysis.
  - Delivered actionable recommendations to optimize programs and inform strategic planning.
- *Youth-Focused and SRHR Program Analysis – YW4A & PowerUp Rwanda*
  - Performed qualitative coding, thematic analysis, and triangulation.
  - Generated actionable insights to inform program learning, effectiveness, and participant experience.
- *Multi-Country M&E Support – Various NGOs*
  - Designed indicators, collected and harmonized survey data, and built dashboards for program tracking.
  - Applied regression, segmentation, and quasi-experimental methods to inform strategy and program improvement.

Data Analytics Executive | DALBERG RESEARCH   Feb 2024- Present
Global consulting firm supporting development and social impact programs.
Duties and Key Achievements
- Designed and implemented **monitoring and evaluation** frameworks for multi-country development programs, including indicators, data collection strategies, and reporting systems
- Led **baseline, midline, and endline** data processes for large-scale surveys across multiple countries in East Africa
- Developed results frameworks and performance indicators aligned with donor requirements and program objectives
- Managed end-to-end evaluation data workflows, including tool design, data collection oversight, cleaning, harmonization, and statistical analysis
- Applied **mixed-methods approaches** (quantitative surveys, KIIs, FGDs) to assess program outcomes and effectiveness
- Conducted **advanced statistical analyses** including regression, segmentation, and experimental methods to generate evidence for program improvement and strategic decisions
- Produced **technical evaluation reports, dashboards**, and evidence summaries for international organizations such as the World Bank, IFC, and global NGOs
- Established a **data quality assurance framework** that reduced inconsistencies and errors by 30%, strengthening credibility of evaluation findings
- Designed and implemented digital data collection tools (Kobo), including logic checks, skip patterns, and validation rules
- Generated **complex multi-level datasets** linking household, individual, and geographic data

to support rigorous analysis
- Automated **monitoring dashboards** using Power BI, Looker, and Tableau to enable real-time program tracking and adaptive management
- Ensured ethical handling of sensitive data in compliance with humanitarian standards and data protection requirements
- Supported capacity building of partner organizations on data use, monitoring systems, and evidence-based decision-making

Senior Research Executive | NIELSENIQ   2021-2024
Global consulting and market research firm
Duties and Key Achievements
- Developed automated KPI dashboards (Excel, Power BI) to enable **real-time operational tracking** for clients, supporting program and operational decisions.
- Designed and conducted **quantitative and qualitative research**, including multi-country surveys and FGDs, for NGOs and social impact initiatives.
- Led **survey design, tool optimization, and data validation**, ensuring high data quality for programmatic insights.
- Conducted segmentation, A/B testing, and experimental analyses to inform **strategic decisions and program improvements**.
- Delivered training and guidance to client teams on **data collection, cleaning, and visualization**, improving capacity and data integrity.
- Maintained **responsible and ethical processing of sensitive data** in alignment with client and sector standards.

Research Analyst | METROPOL CORPORATION   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

REFERENCES

Mr. Obed Nyangena
Principal Planning Officer,
National Mining Corporation
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