

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

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National Mining Corporation
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