

# George Arogo

AI & Web Developer | AI & Automation | Power BI & Data Solutions

✉ geokullo@gmail.com

🌐 LinkedIn

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## Experience

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### Data Analyst, *Freelance*

01/2023 – Present

- Delivered key performance reports using visualization tools like Power BI, Tableau, and Looker
- Managed multiple concurrent projects, consistently delivering before deadlines
- Improved data consistency and reduced processing time by 60% through automated ETL tasks
- Utilized Excel, Python, and SQL for data cleaning and transformation

## Education

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**BSc Procurement and Contract Management**, *Jomo Kenyatta University*

**Diploma in Mechanical Engineering**, *Kenya School of TVET*

## Skills

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### AI for Software Engineering

- Generative AI
- Vibe Coding

### Databases & Data Warehousing

- MySQL
- PostgreSQL
- Azure Cloud services
- AWS
- Snowflake
- SQLite

### Programming languages & Scripting

- SQL
- Python

### Data Analysis & Visualization

- Excel
- Tableau
- Power BI
- Looker
- Jupyter Notebook (Python)

### Version Control and Collaboration

Git/GitHub/GitLab focus

## Projects

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### Customer Behavior Analysis

- Loyalty program strategy projected to increase member spending by 15%
- Personalized add-ons anticipated to boost order value by 10%

### FleetPulse VMS

A modern platform to streamline fleet operations, vehicle allocation, and maintenance tracking using React, Vercel, Neon DB, and Supabase

**WASHGuard AI**, *AI-Powered Water, Sanitation & Hygiene (WASH) Monitoring Platform*

- Developed during the 2025 Code for Change Hackathon, WASHGuard AI is a smart monitoring platform that leverages AI and IoT data to detect anomalies in water quality, sanitation, and hygiene facilities. The system integrates predictive analytics, machine learning, and an intuitive dashboard to assist NGOs and governments in identifying issues early and improving public health outcomes.
- **Key Technologies:** Python (ML/AI models), Power BI (visual dashboards), Streamlit/React (frontend), GitHub (version control).
- **Impact:** Helps in proactive decision-making for WASH programs by providing real-time insights and automated alerts, ultimately improving community health and reducing risks.

**Social Media Performance Analysis**, *Data-Driven Insights for Engagement Optimization*

- Developed an interactive Power BI dashboard to analyze multi-platform social media performance. The solution integrates data from Facebook, Instagram, Twitter, and LinkedIn, applying DAX measures and KPIs to track engagement, impressions, and audience growth. Visualizations help stakeholders identify top-performing content types, optimal posting times, and regional audience trends.
- **Key Technologies:** Power BI, DAX, Data Modeling, Excel, Data Visualization.
- **Impact:** Enabled data-driven decision-making by uncovering insights that improved engagement strategies, streamlined reporting, and boosted overall content performance.

**FocusMate AI**, *AI-Powered Productivity and Focus Assistant*

- FocusMate AI is a smart assistant designed to help users improve productivity through personalized focus sessions. It leverages machine learning models to analyze user behavior, schedule deep work sessions, and provide gentle nudges when distraction patterns are detected. The platform features a responsive web dashboard with real-time session tracking, analytics, and integration with task management tools.
- **Key Technologies:** React (frontend), Vercel (deployment), Neon/PostgreSQL (database), Python (AI models), Supabase (authentication), Git/GitHub (version control).
- **Impact:** Helps individuals and teams increase efficiency by building sustainable focus habits, reducing time lost to distractions, and providing actionable productivity insights.

**Certifications**

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**Data Analytics Essentials**  
(Cisco)

**Beginner's Guide to Power BI**  
(ENTERPRISE DNA)

**Dashboarding & Data Visualization**  
(ENTERPRISE DNA)

**AI for Software Engineering**  
Power Learn Projectt (PLP)  
Academy

**Beginner's Guide to DAX**  
(ENTERPRISE DNA)