



# Cynthia Maina

DATA ANALYST / SCIENTIST

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## SKILLS

<b>SQL for Data Query and Manipulation</b>
<b>Python for data analysis</b>
<b>Machine Learning(Python)</b>
<b>PowerBi and Tableau</b>
<b>Qlik Sense</b>

## EDUCATION

Bachelor of Arts (Economics and Sociology)

*Laikipia University*

2015 - 2019

Muthambi Girls High School

*B*

2011 - 2014

## ABOUT ME

An energetic and passionate data analyst, keen to utilize my skills for efficient and effective performance that adds value to every undertaking and promotes transformation. I bring with me, rich technical capabilities in data cleaning, analysis, visualization and generation of reports.

## EXPERIENCE

### SYBYL – Junior Data Analyst Developer (March 2022 – Present)

I am currently working at Sybyl as a Junior Data Analyst Developer. Majorly dealing with financial institutions to clean and write complex queries that are used in Data manipulation, analyzing, modelling and generating reports that are used for decision making by the management team.

### Freelance Data Analyst/Scientist January 2021- February-2022

Worked on projects mainly involving data cleaning and analysis, as well as building and deploying of machine learning models.

- Analyzed historical House Loan prediction data and build a machine learning model to predict the chances of default for future loans using the historical lending data. This is important especially to firms that offer loans to ensure safe and secure lending experience.
- Analyzed data for an Ecommerce company with Data generated from Kaggle to help in decision making on what to invest more for their advertising and general sales, either their mobile application or their website. I build a model to predict which between the two brought more revenue for the company. This could be used in any firm to prioritize between which advertising/target features they should invest in more.
- Using the Social Network ads data from Kaggle, I predicted whether certain target audience, grouped based on different characteristics will purchase a product or not.

## CERTIFICATIONS

Power bi  
SQL  
Python for data analysis  
Tableau  
Qlik Sense

- Analyzed the Breast Cancer Dataset from Kaggle and used a deep learning model to classify new cases and assign them into different categories that are separated by a very clear gap.

## Copia Kenya (Digital Sales Associate Oct 2020 – July 2021)

Undertook the sales associate position under the Marketing and sales Department with the following duties:

- Establish, develop and maintain positive business and customer relationships.
- Present, promote and sell products using solid arguments to existing and prospective customers.
- Perform cost benefit and needs analysis of existing/potential customers to meet their needs
- Achieve agreed upon targets within given schedule and generated revenue of over 4M per month.
- Supply management with reports on customer needs, problems, interests, competitive activities and potential for new products and services.

## Geothermal Development Company

### *Internship / Nairobi / Nov 2019 – April 2020*

Undertook the intern position under the Corporate Planning and Strategy Department with the following duties:

- Assist in identifying and evaluating the financial and economic viability of new opportunities for the company.
- Come up with financial models to facilitate business and strategic planning.
- Assist in carrying out economic and financial analysis of GDC development plans at the time of developing the business plan
- Contribute to the review of the company's strategic plans when need arises to incorporate changes as a result of the dynamic business environment.
- Create and analyze data using Microsoft excel for reporting and forecasting purposes

### ***Esther N.Ngare***

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