RONNY MUTHOMI

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PROFILE

Aspiring Data Scientist with hands-on experience in data analysis, machine learning, and data visualization. Proficient in Python, SQL, Tableau, and predictive modeling techniques. Passionate about uncovering insights from data to solve real-world business problems. Recently completed a customer churn analysis project to identify at-risk users and recommend retention strategies. Eager to apply analytical skills and domain knowledge in finance and cybersecurity to support data-driven decision-making and fraud detection efforts. Fast learner with a strong desire to grow in a collaborative, impact-driven team.

EXPERIENCE

Personal Project I   **Predictive Analytics for Customer Churn**

Tools : Python, Pandas, Matplotlib, Seaborn, Tableau
Dataset: https://www.kaggle.com/datasets/safrin03/predictive-analytics-for-customer-churn-dataset

GitHub : github.com/RonnyMuthomi/Predictive-Analytic-for-Customer-Churn

- **Objective:** Tackled the key business challenge of customer churn by analyzing behavioral and transactional data to identify churn patterns and high-risk customers.

- **Approach:**

  - Performed data cleaning and exploratory data analysis (EDA) using Python and Tableau.

  - Built visual dashboards to track KPIs like churn rate, total revenue loss due to churn, and user engagement patterns.

- **Key Findings:**

  - Low viewing duration and high support tickets were strong churn indicators.

  - Users on the Basic subscription plan and paying via electronic checks churned at higher rates.

- **Recommendations:**
  - Improve user experience for Basic plan subscribers and streamline support systems.
  - Promote long-term subscription discounts to retain high-risk users.
- **Conclusion:**
  - Demonstrated how churn prediction and customer segmentation can help reduce revenue loss and improve retention strategies.

Personal Project II   **Aviation Risk Analysis**

Tools : Python, Pandas, Matplotlib, Seaborn, Tableau
Dataset : https://www.kaggle.com/datasets/khsamaha/aviation-accident-database-synopses

GitHub : https://github.com/RonnyMuthomi/dsc-phase1-project

Analyzed aviation accident data (1962–2023) to determine low-risk aircraft for a company expanding into the aviation sector.

- **Objective:** Assist business decision-makers by identifying aircraft models with the lowest operational risk based on historical accident trends.
- **Approach:**
  - Cleaned and analyzed 80,000+ records from the National Transportation Safety Board (NTSB).
  - Handled missing data, performed exploratory analysis, and created visual dashboards (Seaborn, Matplotlib, Tableau).
  - Aggregated accident rates by aircraft type, manufacturer, weather condition, and phase of flight.
- **Findings & Recommendations:**
  - Identified aircraft types with statistically lower accident frequencies.
  - Recommended prioritizing aircraft from manufacturers with strong safety records.
- **Conclusion:** Delivered actionable insights in a concise report and dashboard to support procurement decisions for a new aviation division.

SKILLS

- Python **:** Proficient in data preparation, cleaning, manipulation, and analysis using libraries such as Pandas, NumPy, and Matplotlib.

- SQL **:** Skilled in querying and managing databases for data extraction, transformation, and reporting.

- Data Cleaning & Preprocessing **:** Strong ability to clean, standardize, and prepare datasets for analysis and modeling.

- Exploratory Data Analysis (EDA) : Experienced in uncovering patterns, trends, and relationships through statistical summaries and visualizations.

- Tableau **:** Capable of creating interactive dashboards and visual storytelling to communicate insights effectively.

- Machine Learning **:** Basic understanding of supervised and unsupervised learning algorithms for predictive analytics and classification tasks.

EDUCATION

Moringa School   **[Feb 2025 - Present]**

Data Science

Zetech University   **[2023 – 2024]**

 Diploma in Software Engineering.

 Networking Certification.

Kiurani High School   **[2018 – 2021]**

· Kenya Certificate of Secondary Education (KCSE)

Nkubu Winners academy   **[2009 – 2017]**

· Kenya Certificate of Primary Education (KCPE)

HOBBIES & INTERESTS

- Exploring real-world datasets and creating visual dashboards

- Football and coding competitions

- Continuous learning (Coursera, Kaggle, GitHub projects)