

FAITH K. ONGIRI

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Education

World Quant University

M.Sc. Financial Engineering (Ongoing (part-time- Evening))

- Financial Markets, Financial Data Analysis, Financial Econometrics, Derivative Pricing, Stochastic Modelling, Machine Learning in Finance, Deep Learning in Finance, Portfolio and Risk Management.

ALX Africa

Data Science Nanodegree (May 2023 - July 2024)

- Machine Learning, Statistical Analysis, Python Programming, Data Visualization, Predictive Modeling.

Power Learn Project (PLP) Academy

Software Engineering

- Python programming, Database creation and management, Web development with HTML, CSS and JavaScript.

United Nations Institute for Training and Research

Certificate in Developing Skills for Women Leadership in Climate Action (October 2024)

Google Skills Boost

Google Cloud Data Analytics Professional Certificate (2024)

- Big Data Management, Data Retrieval and Interpretation, Google BigQuery, Data Presentation.

University of Nairobi

Bachelor of Economics and Statistics

- Statistical Analysis, Probability Modelling, Time Series Analysis, Statistical Linear Modelling, Software (R, SPSS, MATLAB).

ALX Africa Virtual Assistant

Certification

- Data Entry, Data Cleaning, Project Management using ASANA, Trello, Time Management, and Calendar Management.

World Quant University

Applied Data Science Lab

- Advanced Data Analysis, Predictive Analytics, Machine Learning Applications, Data Cleaning, and Model Evaluation.

Skills Summary

- **Programming** in Python, SQL, and R, using Pandas, NumPy, Scikit-learn, PyTorch etc for data analysis and building machine learning models
- **Customer management with Salesforce**
- **Database design and programming with SQL**
 - Database creation with MySQL and Python
 - Data manipulation
 - Database security
- **Data Visualization & BI:** Power BI, Tableau, Looker Studio, Excel, Google BigQuery
- **Cloud & Database Management:** AWS, GCP, Azure, ERP Systems (Microsoft Dynamics 365)
- **Project Management & Agile Frameworks:** Jira, Click-Up, Asana, Scrum, Kanban
- **Data Engineering:** Automated ETL Pipelines using Python, Azure Data Factory, and SQL
- **Technical Writing & Reporting:** Documentation, Business Reports, Research Publications

- **Soft Skills:** Communication, Project Management, Collaboration, Stakeholder Engagement, problem-solving
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Work Experience

Freelance Data Analyst | 2023 - Present

Client: Regional Business Development Manager (Software Sales Company) (Hybrid)(Contract)

- Automated data integration from **Salesforce to Excel**, streamlining sales data reporting and reducing manual data entry time by **40%**.
- Built interactive **Power BI dashboards** to visualize **sales performance, revenue trends, and customer segmentation**, enabling data-driven decision-making.
- Developed **predictive models** to assess customer purchase behaviours and improve **sales forecasting**.
- Conducted **pricing and revenue analysis** to identify profitable customer segments and optimize product pricing strategies.

Client: The Analyst Hub Nigeria (Remote)(Contract)

- Led a team of analysts in conducting data analysis under the supervision of a senior analyst, ensuring data integrity and security.
- Designed and developed dashboards, creating key performance indicators (KPIs) to track project progress and measure success.
- Collaborated with teams to enhance data visualisation, optimise reporting, and support strategic business objectives through analytics.
- Spearheaded the generation of actionable insights, supporting strategic decision-making for businesses.
- Worked on customer segmentation and market research projects using Python and SQL.
- Assisted in organizational training, guiding businesses in adopting data-driven decision-making practices.

Customer Churn Analysis & Sales Dashboards (Power BI & Advanced Excel) (Remote)

- Developed a **customer churn prediction model**, identifying at-risk customers and recommending targeted retention strategies.

- Created **advanced sales dashboards** using **Power BI & DAX** to analyze market coverage, customer acquisition trends, and product performance.
 - Integrated **ERP and CRM data sources** for a **unified business intelligence framework**, improving reporting efficiency.
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Data Operations Specialist (Part-time/Seasonal) | PESAIID KENYA (Hybrid)

- Processed large volumes of data with high accuracy, maintaining quality standards above **95%**.
- Developed **data mapping tools** for vulnerable and climate-affected communities and analysed the responses in Excel
- Created **interactive dashboards** and reports to **track program performance** and inform decision-making.

Data Scientist Intern | MeriSkill (Remote)

- Developed **predictive models for credit risk assessment**, leveraging machine learning and statistical modelling techniques.
- Designed **business analytics dashboards** to enhance data visualization and reporting.

Research & Data Analyst | African Conservation Centre (ACC) (Onsite)

- Worked on the **Amboseli Conservation Program**, supporting data-driven conservation strategies.
 - Conducted research on **rangeland restoration** across **5.3 million hectares** in Amboseli.
 - Managed and analyzed ecological data using **SQL and Power BI**, developing insights for land management.
 - Utilized **GIS tools (QGIS)** for geospatial analysis, creating **3D maps** and tracking ecosystem changes.
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PROJECTS ([check portfolio](#))

Sales Prediction Project

- Developed a machine learning model using linear regression to predict sales based on advertising spending.
- Analyzed the impact of advertising on sales conversion rates.

Sentiment Analysis on E-Commerce Reviews

- Built a sentiment analysis model using NLP techniques to classify customer reviews.
- Provided insights to improve customer satisfaction and product performance.

FreshCart Digital Marketing Analysis

- Conducted an in-depth analysis of digital ad spending and developed strategies to optimize ROI.
- Utilized Power BI and DAX to visualize key insights.

StreamFusion Movie Recommendation System

- Enhanced a movie recommendation system using machine learning algorithms.
- Improved user satisfaction through refined personalization models.

CERTIFICATIONS ([link to certificates](#))

- **Google Cloud Data Analytics Professional Certificate** (Google Skills Boost)
- **Data Science Nanodegree** (ALX Africa)
- **Applied Data Science Lab** (World Quant University)
- **Data Protection & Governance** (Strathmore University)
- **Data Analysis with Python & Power BI** (MeriSkill)
- **Kobo Toolbox – Data Collection**
- **Virtual Assistant Certification** (ALX Africa)

