JAYSON GOR
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KEY ATTRIBUTES:

- ❖ **Data Analytics:** Profound knowledge and experience in managing all aspects of the data analysis process, including data collection, preprocessing, cleaning, analysis, and reporting.
- ❖ **Technical Skills:** Exceptional proficiency in a diverse set of technologies including SQL, Python, Excel, Tableau, PySpark, Microsoft Power BI, and AWS and Google Cloud computing.
- ❖ **Database Management:** Over 5 years' experience in designing and implementing database systems, writing SQL queries, managing data integrity, and visualizing data with tools like pandas, matplotlib, and numpy.
- ❖ **Machine Learning:** Applied regression and machine learning to create a model with an accuracy of 88% and a lift of 34%
- ❖ **Data Visualization:** Skillful in creating meaningful data visualizations with Power BI, Excel, and Tableau to communicate insights to stakeholders effectively.
- ❖ **Project Management:** Experience managing projects from initiation to completion, setting project timelines, milestones, and budgets, and collaborating with team members.
- ❖ **Version Control:** Proficient in using GitHub for version control, managing pull requests, and resolving merge conflicts to ensure code quality and consistency.
- ❖ **Teamwork:** Work closely with other departments in support of the programs to ensure targets are met.
- ❖ **Problem Solving:** Adept at identifying and addressing data challenges and implementing efficient solutions.
- ❖ **Interdisciplinary Collaboration:** Strong track record of collaboration with various stakeholders and teams to meet project objectives and ensure the accuracy of data analysis.
- ❖ **Communication:** Effective communicator in both written and oral settings, able to translate complex data insights into understandable formats for a diverse audience.
- ❖ **Domain Knowledge:** Deep understanding of various domains such as customer sales, political sentiment analysis, and parking system operations.
- ❖ **Language Proficiency:** Proficient in both English and Swahili, capable of translating Swahili text data for the purpose of analysis.
- ❖ **Data Security and Compliance:** Experience in maintaining data lineage, documenting data flows, and ensuring data security and compliance according to established standards, policies, and procedures.
- ❖ **Research Skills:** Demonstrated ability in conducting in-depth research, such as collecting qualitative data, categorizing it, and presenting insights to the team. This attribute is notably demonstrated in the CSAM research project for the Child Safety team at Active Fence.
- ❖ **Adaptability:** Proven capacity to work in different settings and with various data types, such as social media data, customer sales databases, and parking system operations data. This attribute reflects a strong ability to adapt to new environments and challenges.

KEY ACHIEVEMENT:

- ❖ **Data Analysis Model Development:** At Avery East Africa, designed and presented a linear regression model that successfully identified the major complaints for the finance team, achieving an impressive model accuracy of 88% and lift of 34%.
- ❖ **Operational Efficiency:** As the lead team manager for parking system operations at Two Rivers and Junction Malls, I oversaw the daily management of the system, effectively addressing various data challenges and implementing solutions to ensure efficient operations.
- ❖ **Project Management and Data Translation:** As a Swahili Data Analyst for Active Fence, I was part of a team that created a Google Sheets dashboard to track and visualize project progress and data metrics, improving transparency and enhancing project management. Additionally, translated hundreds of Swahili text data for the hate speech team, significantly improving the company's capability to monitor and control online hate on social media.
- ❖ **In-Depth Research:** Conducted extensive research on CSAM on various social media platforms for the Child Safety team at Active Fence, which included collecting qualitative data, categorizing it, and presenting insights to the team. This initiative greatly contributed to online child safety efforts.
- ❖ **Data Management:** During my tenure at Pay Tech Limited, I ensured data quality by performing validation, cleansing, enrichment, and transformation to ensure accuracy, completeness, and consistency. I also ensured secure data storage, backup, and archiving.
- ❖ **Client Consultation and Data Visualization:** In a personal project, I consulted with the client to determine the best metrics for a Power BI dashboard. I transformed and processed the client's data and created interactive charts, maps, and graphs that helped stakeholders gain insights into key business metrics and trends.
- ❖ **Database Management:** Successfully performed roles of a Database Administrator during multiple freelance projects and at Ndula Empire, where I designed and implemented database schemas, ensured data integrity, and optimized database performance for efficient operations.
- ❖ **Sales Performance Improvement:** At Ndula Empire, extracted and analyzed data from multiple customer sales databases, leading to the identification of key business intelligence that helped improve sales performance.

RELEVANT WORK EXPERIENCE:

Avery East Africa
Avery East Africa is a leading provider of weighing, labelling and food processing solutions in East Africa, with decades of commitment to quality, innovation, and customer satisfaction.
Specific Accomplishments at Avery East Africa:
1. **Operational Efficiency:** Successfully ensured the daily management of a parking system at Two Rivers and Junction Malls. Addressed data challenges and implemented solutions for efficient operations.
2. **Data Analysis:** Designed and presented a linear regression model that identified major complaints for the finance team, achieving 88% model accuracy and a lift of 34%.

Active Fence

"In God we trust. All others must bring data." - W. Edwards Deming

Active Fence is a tech company specializing in digital monitoring, safeguarding online platforms from harmful content. They work globally to prevent the spread of harmful online activities.

Specific Accomplishments at Active Fence:

1. **Project Management and Data Translation:** Collaborated in creating a Google Sheets dashboard to track and visualize project progress and data metrics. Translated hundreds of Swahili text data for the hate speech team.
2. **Research for Child Safety:** Conducted extensive research on Child Sexual Abuse Material (CSAM) on various social media platforms, collecting qualitative data and providing valuable insights for the team's child safety efforts.

Pay Tech Limited

Pay Tech Limited is a payments solution provider with a robust infrastructure, delivering innovative

solutions and services across various platforms.

Specific Accomplishments at Pay Tech Limited:

1. **Data Management:** Ensured data quality by validating, cleansing, enriching, and transforming data

   for accuracy, completeness, and consistency. Oversaw secure data storage, backup, and archiving.

2. **Client Consultation and Data Visualization:** Consulted with a client to determine the best metrics

   for a Power BI dashboard. Transformed and processed the client's data, creating interactive charts,

   maps, and graphs.

Ndula Empire

Ndula Empire is a shoe seller start-up with operations in Chuka, Kenya. They strive to offer excellent and affordable shoe products.

Specific Accomplishments at Ndula Empire:

1. **Database Management:** Served as a Database Administrator designing and implementing database schemas, ensuring data integrity, and optimizing database performance.
2. **Sales Performance Improvement:** Extracted and analyzed data from multiple customer sales databases, leading to the identification of key business intelligence that improved sales performance.

Positions Held and Key Responsibilities:

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1. **Position: Swahili Data Analyst at Active Fence - Tel Aviv, Israel (August 2022 - Present)**

Key Responsibilities:

- Collected data in Swahili from various sources, prepared it for analysis by cleaning and processing it.
- Translated Swahili data to English or other required languages.
- Prepared reports and presented data findings to stakeholders.
- Managed projects from start to finish, including setting project timelines, milestones, and budgets.
- Collaborated closely with other team members to ensure data analysis accuracy and timeliness.

2. *Data Operations at Pay Tech Limited – Nairobi, Kenya (May 2020 - May 2021)*

Key Responsibilities:

- Ingested data from various sources, ensuring accuracy and resolving any anomalies before processing.
- Ensured data quality through validation, cleansing, enrichment, and transformation.
- Maintained data lineage, documented data flows, and ensured data security and compliance.
- Ensured data storage, backup, and archiving, keeping the organization's data secure and accessible.
- Provided technical support and troubleshooting for data-related issues.

3. *Data Analyst Intern at Avery East Africa – Nairobi, Kenya (December 2016 - February 2018)*
   Key Responsibilities:
   - Assisted in data collection from various sources and preprocessed it to ensure its quality and accuracy.
   - Assisted in developing and executing data analysis plans using statistical software and programming languages.
   - Helped to create data visualizations to communicate insights to stakeholders.
   - Prepared reports and documentation to summarize findings and recommendations.
   - Collaborated with other members of the team to ensure accuracy and completeness of data analysis.

4. *Database Administrator at Ndula Empire – Chuka, Kenya (December 2016 - February 2018)*

Key Responsibilities:

- Installed and configured database management software and troubleshooted any issues during installation.
- Performed routine maintenance tasks to ensure efficient database operations.

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- Managed database security and data privacy and protection.
- Designed, developed, and implemented data models.
- Troubleshot database issues and optimized it for maximum efficiency.
- Collaborated with other IT professionals to ensure smooth integration of the database with other systems and applications.

In addition to these roles, I have also engaged in several key freelance projects and personal projects. These opportunities have allowed me to further expand my skills and experience in the field of data analysis.

EDUCATION:

September 2016 to August 2020: Bachelor's degree in Computer Science. Graduated with a Second Class- Upper Division.

January 2012-December 2015: Kenya Certificate of Secondary Education at Maranda High School.

2008-2011: Kenya Certificate of Primary Education at Back To Glory Primary School.

PROFESSIONAL CERTIFICATIONS:

- Data Analytics
- CISCO
- Business Analytics with Excel
- Python and data analysis
- Introduction to Data Science

LANGUAGES

- English
- Swahili

REFERENCES:

1. Mr. Barry Osewe
   Technical Product Manager

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