

MUGISHA ENOCK

DATA ANALYST | MACHINE LEARNING ENGINEER

CONTACT

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- linkedin
- Projects

SKILLS

- Power BI
- Google Data Studio
- Microsoft Package
- Microsoft SQL Server
- Numpy , Pandas & Plotly
- XGBoost and TensorFlow
- DAX & Power Queries
- A/B testing
- Customer segmentation
- Graph API Development
- PyTorch Scikit-learn
- GT4 property , GTM, & GA

LANGUAGES

- English (Mother tongue)
- German : B2

REFERENCE

- Wolfgang Schlecht
- Head of Energy Trade Department
- +49 209 708 691
- wolfgang.schlecht@gelsenwasser.de



PROFILE

Experienced in conducting comprehensive website performance using Google Analytics , GT4 property to evaluate Google Ads campaigns. Adept at implementing automatized interactive dashboards utilizing Locker Studio , Power BI , Python and Graphs APIs. Bringing 2 years of Machine learning algorithm implementation.



WORK EXPERIENCE

- Study Boundless | Essen NRW** 06.2024 - Present
Freelancer Bussiness Data Analyst
 - Manage WordPress websites, ensuring SEO-friendly structures and high-performance functionality
 - Create and optimize Google Ads campaigns, leveraging data to enhance conversion rates and ROI.
 - Develop Looker Studio & Power BI dashboards to track customer behavior, sales trends, and digital performance.
 - Implement Google Tag Manager (GTM) and Google Analytics (GA4) to enable precise event tracking and reporting.
- Airport Research Centre | Aachen NRW** 11.2023 - 06.2024
Data Analyst | Aviation Consultant
 - Improved flight routes and developed machine learning models to predict passenger volumes, enhancing airport operations efficiency.
 - Created forecasting models with RandomForesRegressor, XGBoost, and TensorFlow, integrating results into operational planning software CAST.
 - Analysed passenger movements using Python, generating detailed behavioural reports.
- Timeframe Ag | Essen NRW** 12. 2022 - 05.2023
Business | Web Analyst Intern
 - Specialized in website performance analysis and Google Ads performance evaluation using Google Analytics.
 - Created Looker Studio-based interactive dashboards, automating data fetches and visualizations using Json, google sheets and Google apps script.
 - Created customized google Tags and triggers into Events and conversions using google Tag manager and assistant and then get them embedded into various landing pages to achieve tailored results.



EDUCATION

- Mcs, Computational Engineering**
Ruhr-Universität Bochum
2019 - 2023
- Bsc, Mechanical Engineering**
Budapest Technical University
2015 - 2019

Empfehlungsschreiben

Mugabi Enock Mugisha kam im Dezember 2022 als Business Data Analyst zur timeframe AG.

Seine Aufgaben reichten von der Erstellung interaktiver Dashboards mit Google Looker Studio, Microsoft-Excel, Python und Power BI bis hin zur Erstellung maßgeschneiderter Conversions und Events.

Das erste Projekt, an dem Enock arbeitete, war die Erstellung von Google Analytics Dashboards für unsere Karriere-Seite, um deren Funktionalität zu optimieren und mehr Traffic während der saisonalen Google Ads Kampagnen zu generieren.

Mithilfe des Google Tag Managers konnte er Tags konfigurieren und sofort auf unseren Landing Pages einsetzen.

Durch umfangreiche Recherchen und eigenständiges Arbeiten setzte er maßgeschneiderte Tags ein, um eingehende Klicks, ausgehende Klicks, Ansichten usw. zu verfolgen, was es timeframe ermöglichte, ein klareres Bild über Marketing und Rekrutierung zu erhalten.

Von Anfang an war Enock mit seiner offenen und hilfsbereiten Einstellung ein Kollege, auf den man sich verlassen konnte und der seine Aufgaben pünktlich und über die Erwartungen hinaus erfüllte.

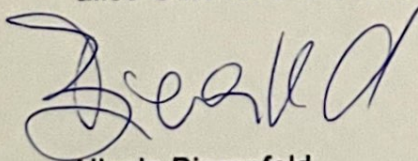
Enocks zweites Projekt umfasste die Erstellung interaktiver Dashboards für unsere sozialen Medienkanäle (Facebook, Instagram und LinkedIn) über die Graph Application Program Interface (API), um tägliche Übersichten über unsere Kampagnen und die Reichweite unserer Posts zu erhalten.

Die Dashboards über Google Looker Studio sammelten KPIs wie Impressions, Views, Unique Views und Unique Clicks. Auf diese Weise konnten wir unsere Kampagnen optimieren und Kosten einsparen.

Das letzte Projekt umfasste die Erstellung eines Dashboards für Ticketing-Systeme, damit unsere IT-Abteilung die Support-Anfragen der Mitarbeiter besser verstehen kann. Mit diesem Dashboard kann man sehen, an welchen Tagen und zu welchen Zeiten die Anfragen am meisten Aufmerksamkeit erfordern.

Mit seiner Fähigkeit, schnell zu lernen und sich in neue Themen und Bereiche einzuarbeiten, ist Enock eine wertvolle Ergänzung für unser Team. Er ist maßgeblich dafür verantwortlich, dass timeframe seine Datenanalyseprozesse auf ein neues Niveau heben konnte.

Enock wird sicherlich eine wertvolle Ergänzung für jedes Team sein. Wir wünschen ihm alles Gute für seinen weiteren beruflichen Werdegang.



Nicole Bierenfeld
Leiterin HR Services timeframe AG

Essen, 15.05.2023

GELSENWASSER AG · Postfach 10 08 44 · 45808 Gelsenkirchen

To Whom It May Concern

Re: Recommendation for Enock Mugabl

I am writing to express my wholehearted recommendation for Enock Mugabl. As head of the department for energy trading and Enock's supervisor during the second part of his student internship with Gelsenwasser AG in August 2018 I met with him frequently to discuss the market design of the German Energy Sector in general and his assigned tasks within our Energy Trade and Riskmanagement project (ETRM) in particular.

One of his tasks was to give me an introduction into the ETRM-system. While using Power Point as a tool he showed the ability to perform in a professional way both explaining the details of the subject as well as giving the presentation. During our discussions about the German Energy Sector his questions and contributions showed a sharp minded and motivated person who is able to perform within a complete new environment, both cultural as well as functional. His behavior towards colleagues has been outstanding. I firmly believe that he will be successful in whatever he pursues.

In conclusion, I am convinced that Enock will shine as a graduate student and go on to become a very accomplished person both in his professional life and his social environment.

Please feel free to contact me if you may have any question about this extraordinary young man.

Sincerely,



Wolfgang Schlecht
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Aufsichtsratsvorsitzender:
Guntram Pehlke

Vorstand:
Henning R. Deters,
Vorstandsvorsitzender
Dr.-Ing. Dirk Walder

Budapest University of Technology and Economics, 1782

Budapest, September 17, 2018

To whom it may concern,

It is my recommendation letter for Enock Mugabi Mugisha. I taught Enock in his 6th semester of his mechanical engineering degree. He demonstrated so much vibrancy during most of the projects and this brought much energy during lectures.

The first thing that struck me about Enock was his time consciousness and discipline. Unlike a number of my students, Enock always finished his projects on time. His selflessness meant Enock had to do twice as much in a number of projects. Enock's team designed a combined treadmill in which he brought to light far reaching arguments to why he felt it would be a perfect equipment for small sized families. What's more, his unique approach to group works and his ability to articulate abstract concepts and extract out meaningful conclusions have made him a delight to work with.

During his final presentation, Enock spoke with much clarity and eloquence giving well informed conclusions in regards to why the combined treadmill would be a trend in the competitive gym market. His awareness of body language has made him both an effective and engaging student and the perfect example for his classmates to pick from. One of Enock's greatest strengths is his ability to adapt to any position he is given. He is perfectly confident acting as a group leader or taking a rather comfortable role in the background in order to let other team mates participate. His engaging, and outgoing presence in class has greatly improved the classroom atmosphere, this has propelled his classmates to work on themselves every day that passes.



Enock will always have my highest recommendation. He has fully demonstrated what it means to be an exceptional example to others. This is a young man who will go far and will be an exceptional addition to any university you place him in.

Professor Károly Váradi

Dept. Machine and Product Design

Budapest University of Technology and Economics