

# MUGISHA ENOCK

DATA ANALYST | MACHINE LEARNING ENGINEER

## CONTACT

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- Hövelstr. Essen , NRW
- [linkedIn](#)
- [Portfolio](#)

## 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
- make.com & n8n automations

## LANGUAGES

- English (Mother tongue)
- German : B2



## PROFILE

Data analyst with proficiency in machine learning, dashboard automation, and digital analytics. Experienced in producing actionable insights using GA4, GTM, Google Ads, Looker Studio, Power BI, Python, and Graph APIs. knowledgeable in creating interactive dashboards and using machine learning models (XGBoost, TensorFlow) for prediction analysis and making data-driven decision-making.



## WORK EXPERIENCE

### Boundless Education Services | Essen NRW

Data Analyst

06.2024 - Present

- Leverage GA4, GTM, BigQuery to analyze behavioral and campaign data, improving performance efficiency by 24.5% through data-driven optimization.
- Design and execute A/B tests across ads, audiences, and landing pages, using SQL segmentation to increase ROI by 56.3% and conversions by 14%.
- Build automated dashboards in Power BI and Looker Studio, optimizing tracking, attribution increasing accuracy and website performance by 13%.

### Airport Research Centre I Aachen NRW

Data Analyst | Aviation Consultant

11.2023 - 06.2024

- Built forecasting models with RandomForestRegressor to predict passenger volumes by 30% accuracy improving airport staff planning.
- Delivered KPI dashboards and reports in Power BI, enabling tracking of flight route efficiency and cost-saving opportunities by 16.3%.
- Analysed passenger movements using Python, generating detailed behavioural reports at airports increasing security analysis .

### Timeframe Ag I Essen NRW

Business | Web Analyst

12. 2022 - 05.2023

- Designed and maintained interactive dashboards in Power BI and Looker Studio, integrating Google Sheets and APIs to automate reporting and reduce manual processing time by 31%.
- Implemented advanced tracking architecture in GTM (custom tags, triggers, event schemas), improving KPI accuracy and conversion funnel visibility by 18%.
- Analyzed campaign and behavioral data using GA4 and Google SQL, delivering stakeholder insights that reduced performance gaps by 22% and accelerated data-driven decisions.



## EDUCATION

**Msc**, Computational Engineering  
Ruhr-Universität Bochum  
2019 - 2023

**Bsc**, Mechanical Engineering  
Budapest Technical University  
2015 - 2019