MUGISHA ENOCK

DATA ANALYST | MACHINE LEARNING ENGINEER

CONTACT

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- Hövelstr.69 Essen , NRW
- linkedln
- 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 & zapier automations

LANGUAGES

- English (Mother tongue)
- German : B2

PROFILE

Data Analyst with expertise in digital analytics, dashboard automation, and machine learning. Skilled in GA4, GTM, Google Ads, Looker Studio, Power BI, Python, and Graph APIs to deliver actionable insights. Experienced in building interactive dashboards and applying ML models (XGBoost, TensorFlow) to improve marketing ROI, optimize business performance, and support data-driven decision-making.

WORK EXPERIENCE

Study Boundless| Essen NRW
Web Analyst   06.2024 - Present

- Manage and optimize WordPress websites, ensuring SEO-friendly structures, high-performance functionality, and improved user engagement.
- Create and optimize Google Ads campaigns, applying A/B testing, conversion tracking, and keyword analysis to maximize ROI
- Develop and maintain Looker Studio and Power BI dashboards to analyze customer behavior, sales trends, and marketing performance,
- Implement and configure Google Tag Manager (GTM) and (GA4) to establish precise event tracking, conversion funnels, and reporting that support business and marketing strategies.

Airport Research Centre l Aachen NRW
Data Analyst | Aviation Consultant   11.2023 - 06.2024

- 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 l 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