

# NANCY JERUTO KIPLIMO

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## EDUCATION

**American University, Kogod School of Business**  
*Master of Science in Analytics (Gpa-3.49)*

**Washington, DC**  
*May 2025*

**Maseno University**  
*Bachelor of Arts Economics with Information Technology*

**Kisumu, Kenya**  
*Dec 2015*

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## PROFESSIONAL SUMMARY

Business, Data, and Research Analyst with hands-on experience in data analysis, visualization, and research using Python, R, Tableau, Power BI, SQL, and Excel. Strong background in Agile project management and Smartsheet, especially in ERP-related work. I am knowledgeable in applying machine learning and text analysis methods to solve real-world problems. Skilled at communicating complex information clearly and turning data into practical insights and recommendations.

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## TECHNICAL & MANAGEMENT SKILLS

- **Analytics & Visualization Tools:** Python, R, Tableau, Power BI, SQL, Excel and Stata
  - **Project Management:** Smartsheet, Agile methodologies, ERP Project Management, Change Management and Consulting
  - **AI & Machine Learning:** Face Recognition technology, Text Mining, Predictive modeling, Large Language Models (LLM).
  - **Data Management:** Database creation and management, Data cleansing and manipulation, Data entry
  - **Analytical:** Problem-solving, Strategic insights, Data visualization
  - **Customer Service:** Skilled in addressing customer concerns effectively to guarantee satisfaction.
  - **Computer Skills:** Proficiency in MS Office (Outlook, Excel, Word), Internet & Email
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## WORK EXPERIENCE

### NATIONAL ASSOCIATION OF COUNTIES

*Research Analyst Intern*

**WASHINGTON DC**

*January 2025-Present*

- Assist the Research team in conducting and completing ongoing research projects related to county government structures, finances, and economic trends
- Extract, clean, and analyze large county-level datasets using R, Python, and Excel pivot tables to support policy and decision-making processes
- Research and update the organization's internal database with verified county-level data to ensure accurate and current information for reports and stakeholders
- Provide technical and analytical support by generating data visualizations, trend analysis, and summary insights for research requests
- Manage and manipulate large datasets in Microsoft Excel, leveraging advanced functions for data analysis and reporting
- Work independently to meet multiple project deadlines while maintaining attention to detail and data accuracy
- Communicate research findings clearly through written reports

## **AMERICAN UNIVERSITY-KOGOD SCHOOL OF BUSINESS**

*Research Assistant*

**WASHINGTON DC**

*December 2023-May 2025*

- Work closely with the Senior Associate Dean on multiple research projects supporting data-driven decision making.
- Analyze internal course and student data to optimize resource allocation, including faculty workload, session scheduling, and staffing efficiency.
- Design data workflows and develop collection plans to support ongoing research replication projects.
- Collect, clean, and organize datasets using R, STATA, Python, Tableau, and Excel for accurate analysis.
- Conduct in-depth analysis and create visualizations to deliver actionable insights for academic planning and research.
- Document processes, track challenges, and record solutions to ensure clarity and continuity in research work.
- Explore the use of AI and machine learning to automate parts of the research process and improve future analysis.

## **NCBA BANK PLC LTD, KENYA**

*Customer Product Advisor*

**NAIROBI, KENYA**

*May 2022 – August 2023*

- Leveraged customer portfolio data and transaction trends to identify and prioritize potential leads for education policy products, increasing lead conversion efficiency and improving campaign targeting accuracy.
- Conducted exploratory analysis on product uptake patterns, customer demographics, and feedback insights to shape value propositions and recommend product enhancements to senior management.
- Generated weekly performance reports tracking KPIs such as policy uptake rates, client engagement frequency, and conversion funnel metrics to guide strategic adjustments in outreach.
- Mined internal databases to segment clients based on life stage, income profiles, and saving behaviors—driving a more data-informed approach to personalized selling and customer education.
- Collaborated with cross-functional teams to align sales strategy with customer insights, supporting the design and execution of acquisition campaigns that delivered measurable increases in policy subscriptions.
- Maintained real-time records of customer interactions, sales pipelines, and feedback data within the CRM system, enhancing data quality for forecasting and performance tracking.
- Implemented structured follow-up workflows that reduced policy lapse rates and supported a 100% premium collection within 90-day cycles, directly contributing to revenue predictability.

## **PUBLIC SERVICE COMMISSION**

*Economist Intern*

**NAIROBI, KENYA**

*January 2020 – March 2021*

- Collected and validated loan application data for youth and women empowerment programs ensuring accuracy and completeness before committee review.
- Maintained detailed loan records and compiled loan status reports, including monthly aging analysis used to monitor repayment performance.
- Conducted field visits to assess funded youth group projects, gathering data for program evaluation and reporting.
- Supported loan recovery efforts by analyzing repayment trends and coordinating follow-up schedules for non-performing accounts.
- Responded to inquiries on loan program status and youth economic empowerment initiatives, providing data-backed updates to stakeholders.
- Assisted in preparing monthly summary reports and contributed to presentations for the fund oversight and decision-making.
- Recorded participant engagement during entrepreneurship and life skills training sessions to track program reach and impact.

## **LEADERSHIP EXPERIENCE**

**African Initiative for Rural Development**

*Associate trainer*

**Nairobi, Kenya**

*Nov 2021 – March 2022*

- Led the training of youth and women on life skills in the assigned region.