Sharon Njeri Njuraita

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Career Objective

A detail-oriented data analyst skilled in Python, Power BI, SQL, Tableau, Advanced Excel, Machine learning, and AI. I'm seeking an entry-level role where I can apply my analytical skills to generate insights, create reports, and support data-driven decisions. Committed to continuous learning, I aim to grow into a data science or similar role.

Skills

Technical Skills:
- Data Cleaning & Preparation: Excel (Power Query, Lookup Functions, Python (Pandas, NumPy), SQL (Joins, Window Functions).
- Data Analysis & Statistical Analysis: Python (Pandas, NumPy, SciPy, Stats models), SQL (Aggregations, Subqueries, CTEs), Hypothesis Testing, Descriptive & Inferential Statistics.
- Machine Learning & Predictive Modeling: Python (Scikit-learn, XGBoost), Feature Engineering, Model Evaluation, Hyperparameter Tuning, Classification & Regression.
- Data Visualization: Power BI, Tableau, Excel (Pivot Tables, Charts, Conditional Formatting), Python (Matplotlib, Seaborn).
- Business Intelligence & Reporting: Power BI (DAX, Power Query), Tableau (Calculated Fields, Dashboards), Excel (Power Pivot, Macros, Data Validation).

Soft Skills:
- Problem-solving & critical thinking
- Communication & storytelling with data
- Attention to detail & analytical mindset
- Collaboration & teamwork
- Adaptability & continuous learning

WORK EXPERIENCE

Front Office Administration with Data Management Expertise   Kwale Golden LTD, Kenya
Dec 2020 – Ongoing

- Built report dashboards to visualize core business KPIs (e.g. monthly and recurring revenue and expenses), saving 10 hours per week of manual reporting work
- Aggregated unstructured data from 6+ sources to build the foundation of a new CRM database, improving efficiency and saving time
- Offered technical support and troubleshooting for data-related issues, ensuring smooth operational processes.
- Developed automated data pipelines using SQL and Python, improving data accuracy and reducing processing time by 20%.
- Led the transition to a paperless practice by implementing an electronic booking system and a faster, safer and more accurate business system; reduced the cost of labor by 30% and advertising cost by 12%
- Analyzed data from 250 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, 30% decrease in drop off rate in bookings, and 3x interaction on social media

RELEVANT PROJECTS

Customer Churn Prediction with Customer Churn App
- Built a machine learning model to predict customer churn using demographic and service usage data.
- Developed an interactive app in Streamlit for real-time churn predictions and actionable insights

Bank Marketing Subscription Predictor (Dashboard)
- Developed a predictive model to forecast customer subscription to marketing campaigns.
- Designed a dashboard to visualize key metrics and performance of marketing campaigns, enabling data-driven decisions.

EDUCATION

Certificate in Data Science   Azubi Africa- Sep 2024
Diploma in Community Development and Counselling   Technical University of Mombasa – Jul 2022