

## REGINALD KARANJA

Senior Data Analyst | Data Scientist.

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## PROFESSIONAL SUMMARY

Senior Data Analyst / Data Scientist with strong experience in Python, SQL, machine learning, and business analytics, delivering data-driven insights that improve customer retention, churn reduction, and strategic decision-making. Proven ability to analyze large datasets, build predictive models, and translate complex findings into actionable business recommendations for stakeholders. Experienced in end-to-end analytics workflows, including data extraction, cleaning, modeling, visualization, and reporting using Python, Pandas, Scikit-learn, Excel, Power BI, and SQL. Adept at supporting leadership with evidence-based insights and driving measurable business impact.

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## TECHNICAL SKILLS

### Programming & Query Languages

- Python (Pandas, NumPy, Scikit-learn, Polars, Dask, Seaborn, Plotly, Matplotlib, Scipy, Statsmodels)
- SQL (MySQL, PostgreSQL, SQL Server)

### Data Analysis & Statistics

- Exploratory Data Analysis (EDA)
- Churn & Retention Analysis
- Statistical Analysis
- Feature Engineering

### Machine Learning

- Classification Models (Random Forest, Logistic Regression)

- Predictive Modeling
- Model Evaluation & Validation

#### **Data Visualization & BI Tools**

- Power BI (Dashboards, DAX Basics)
- Excel (Pivot Tables, VLOOKUP/XLOOKUP, Conditional Formatting, Excel formulas, VBA)

#### **Data Management & Workflow**

- Data Cleaning & Transformation
- CSV / Excel Data Pipelines
- SQL-Based Reporting

#### **Development Tools**

- Git & GitHub
- Jupyter Notebook
- VS Code

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### **PROFESSIONAL EXPERIENCE**

#### **Data Integrated Limited — 2023 – Present**

- Led end-to-end data analysis projects to support business decision-making across operations, customer analytics, and reporting.
- Designed and executed SQL-based churn and retention analysis, identifying high-risk customers and revenue leakage points.
- Built predictive machine learning models (Random Forest, Logistic Regression) to forecast customer behavior and renewal likelihood.
- Performed data cleaning, transformation, and feature engineering using Python (Pandas, NumPy).
- Developed Excel-ready analytical outputs and dashboards to enable non-technical stakeholders to act on insights.

- Collaborated with cross-functional teams to translate business questions into data-driven solutions.
- Automated recurring analysis workflows, improving reporting efficiency and consistency.
- Key Tools: Python, SQL, Excel, Power BI, Git, Jupyter Notebook

#### **Mobitill — 2023 – Present**

- Conducted customer behavior and transaction data analysis to uncover trends, patterns, and growth opportunities.
- Built SQL queries and analytical pipelines to extract insights from structured datasets.
- Applied machine learning techniques to predict customer outcomes and support strategic planning.
- Created data visualizations and reports to communicate insights to technical and non-technical stakeholders.
- Supported business teams with ad-hoc analysis, KPI tracking, and performance reporting.
- Ensured data quality through validation, cleaning, and consistency checks.
- Key Tools: Python, SQL, Excel, Power BI, VS Code, GitHub

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## **EDUCATION**

### **Bachelor of Science in Data Science (Part-Time)**

#### **KCA University — Ongoing**

- Coursework includes: Data Analysis, Machine Learning, Statistics, Database Systems, Data Visualization
- Applying academic concepts to real-world business and analytics projects

### **Diploma in Information Technology**

#### **KCA University**

- Strong foundation in programming, databases, systems analysis, and IT fundamentals
- Developed analytical and problem-solving skills supporting data-driven roles

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#### CONTACT & ONLINE PRESENCE

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LinkedIn: <https://www.linkedin.com/in/reginald-karanja/>

GitHub: <https://github.com/Reginaldbigdata>

Portfolio: <https://bit.ly/Reginal-karanja-portfolio>