

EPHANTUS MURIITHI



CONTACT

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BSC APPLIED STATISTICS WITH PROGRAMMING

OFFERING STRONG INTERPERSONAL SKILLS AND PROACTIVE APPROACH, EAGER TO LEARN AND GROW WITHIN SALES AND MARKETING ENVIRONMENT. BRINGS UNDERSTANDING OF MARKET TRENDS AND CONSUMER BEHAVIOR, ALONG WITH ABILITY TO IMPLEMENT DATA-DRIVEN MARKETING STRATEGIES. READY TO USE AND DEVELOP ANALYTICAL AND COMMUNICATION SKILLS IN DATA SCIENCE ROLE.

SKILLS

TECHNICAL SKILLS

- DATA ANALYSIS AND VISUALIZATION (PYTHON, R, SPSS, STATA, EXCEL)
- STATISTICAL MODELLING AND HYPOTHESIS TESTING
- MACHINE LEARNING AND PREDICTIVE ANALYTICS
- DATABASE MANAGEMENT (SQL)
- PROGRAMMING AND SCRIPTING (PYTHON, R, SQL, JAVASCRIPT, HTML, CSS)
- DATA CLEANING AND PREPROCESSING

SOFT SKILLS

- PROBLEM-SOLVING AND CRITICAL THINKING
- ATTENTION TO DETAILS (DATA ACCURACY AND INTEGRITY)
- COMMUNICATION AND REPORT WRITING
- TEAMWORK AND COLLABORATION
- TIME MANAGEMENT AND MULTITASKING

EDUCATION

EXPECTED IN APR 2026

BSc APPLIED STATISTICS WITH PROGRAMMING | MURANG'A UNIVERSITY OF TECHNOLOGY

RESEARCH PROJECT

- Project Name:** Predictive Modeling for Student Performance Based on Socio-economic Factors
- Project Results Statement:** Developed a machine learning model to analyze and predict student performance using socio-economic and demographic data. The model achieved 85% accuracy in classifying students at risk of under-performance, providing actionable insights for early intervention strategies. Statistical techniques such as regression analysis, decision trees, and random forests were employed, alongside Python-based data processing and visualization.

WEBSITES, PORTFOLIOS, PROFILES

- <https://muephanzz.github.io/electronics/>
- <https://www.linkedin.com/in/ephantus-mutembei-7200792a5>

PROFESSIONAL EXPERIENCE

SALES AND MARKETING ASSISTANT (ELECTRONIC BUSINESS)

SELF EMPLOYED | MURANG'A, KENYA

SEP 2024 - CURRENT

- Managed an e-commerce website selling electronics, optimizing online product listings for better customer engagement.
- Analyzed customer purchase patterns using Excel and Power BI, leading to a 20% increase in targeted marketing effectiveness.
- Provided excellent customer service and support, handling inquiries and ensuring high client satisfaction.

RESEARCH ASSISTANT

(ACADEMIC [PROJECT]) | MURANG'A, KENYA

JAN 2023 - JAN 2024

- Conducted data collection and statistical analysis on economic factors affecting small businesses in Murang'a Town.
- Utilized Python (Pandas, NumPy, Scikit-learn) and R for data cleaning, visualization, and predictive modeling.
- Designed and implemented survey methodologies, ensuring data integrity and accuracy.
- Presented findings in a detailed research report, demonstrating the impact of financial literacy on business sustainability.

LANGUAGES

ENGLISH

Intermediate

CERTIFICATIONS

SPSS, KESAP RESEARCH CENTER

MARCH 2023

STATA, KESAP RESEARCH CENTER

MARCH 2023

REFERENCE

Available upon request