Software Developer

Caleb Ngeno

# CONTACT

[ngenokibetcaleb@gmail.com](mailto:ngenokibetcaleb@gmail.com)

(254) 703-871410

Nairobi, Kenya 

[LinkedIn](http://linkedin.com/)

# EDUCATION

B.S.

Information Technology, Jomo Kenyatta University of Agriculture and Technology September 2015 - April 2020

Nairobi, Kenya

# SKILLS

Programming: Python (Sci Kit-learn, Plotly, Streamlit,

Pandas libraries, Django, Flask frameworks), SQL,

Data Visualization: Power Bi, MS Excel,

Modeling: Logistic regression, linear regression, decision trees

Databases: Postgres, MongoDB,

MySQL, AWS

# WORK EXPERIENCE

## Data Analyst

Parse Consulting - An Accounting firm.

Jan 2021 – Dec 2023 / Nairobi, Kenya

Used Power BI and SQL to redeﬁne and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%.

Led a team of analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads.

Redesigned data model through iterations that improved predictions by 12%.

Built data models and maps to generate meaningful insights from customer data, boosting successful sales eﬀorts by 12%.

Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase for clients.

Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing.

Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traﬃc.

Analyzed, documented, and reported user survey results to improve customer communication processes by 18%.

Collaborated with analyst team to oversee end-to-end process surrounding customers' return data.

## IT Consultant

Tech Gaetano – Consultancy firm.

September 2019- Jan 2020, Nairobi, Kenya

Advise clients on software.

Redeveloped frontend for 5 web applications.

Manage e-commerce website for our clients by monitoring web traffic.

Acted as a data controller.

Integrated AI into existing web application. (chatbot)

Implemented a secure payment integration gateway into an ecommerce website (MPESA).

Built an AI powered news aggregator by scraping data from news multiple news sources.

Utilized a variety of API’s and developed one such as typesense hybrid search, OpenAI, google API’s.

Software Testing.