

**BARBARA WEROBA OBAYI**

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## KEY ACHIEVEMENTS

- Agritech Computer Vision Solution: Led a global team of 100+ ML engineers and data scientists to develop and deploy a Python-based crop disease detection app for Kenyan farms, leveraging ViT, CNN, and YOLO machine learning models to boost agricultural productivity.
  - Singapore Government Data Analytics: Drove data-informed policy and service improvements by analysing datasets for key Singapore government agencies, including the Singapore Tourism Board, Ministry of Manpower, and Central Provident Fund, to uncover actionable insights.

## RELEVANT EXPERIENCE

Meltwater(z-biz solutions)	Remote, Singapore
Research & Data Analyst (Data Engineering Support)	Feb 2024- Current
<ul style="list-style-type: none"> <li>Increased operational efficiency by 15% through workflow optimisation and automation, managing data-driven projects using Python, SQL, and Excel.</li> <li>Informed business strategy and improved decision-making by leading market research initiatives using both quantitative and qualitative analysis techniques.</li> <li>Enabled faster and more informed decision-making by simplifying complex data through reporting dashboards built in Power BI and Google Sheets for non-technical stakeholders.</li> </ul>	
Omdena	Remote, Palo Alto , CA,USA
Product Manager (AI)   Machine Learning & Computer Vision	Sep 2024-Jun 2025
<ul style="list-style-type: none"> <li>Improved data processing efficiency by 25% using structured workflows while leading a team of 100+ engineers, data scientists, and domain experts to develop an AI-powered system for real-time crop disease detection.</li> <li>Delivered a scalable mobile application using end-to-end AI/ML development, from data acquisition to model training and deployment, ensuring seamless integration of computer vision models (ViT, CNN, YOLO).</li> <li>Ensured timely delivery of project milestones using Agile project management techniques, including sprint planning, backlog refinement, and stakeholder reporting.</li> <li>Improved team productivity by 20% using Slack, GitHub, and Jupyter Notebooks to enhance cross-functional collaboration and optimise workflows.</li> </ul>	
Austeel International	Nairobi, Kenya
Data Analyst   Logistics & Operations Analytics	Mar 2022 - Oct 2022
<ul style="list-style-type: none"> <li>Reduced turnaround time for pricing decisions and improved coordination with logistics partners by enhancing weekly operational efficiency, streamlining freight quotation analysis across 10+ companies using advanced Excel functions.</li> <li>Accelerated project delivery and minimised costly errors by enabling seamless cross-department collaboration and reducing miscommunication through improved internal data flow and translation of critical documents.</li> <li>Achieved smoother audits and increased stakeholder confidence by reducing reporting errors and supporting reliable decision-making through consistent data integrity, thorough validation, and accurate internal documentation.</li> </ul>	

## **OTHER PROFESSIONAL EXPERIENCE**

Erdemann Property Limited, <b>Project Manager Assistant</b>	Nairobi, Kenya <i>Aug 2021 -Mar 2022</i>
<ul style="list-style-type: none"><li>• Improved on-time project delivery by 20% through structured distribution of lab reports and clear stakeholder communication, ensuring better coordination across schedules and teams.</li><li>• Accelerated project timelines and reduced costly rework by improving team efficiency by 30% through translation of technical construction documents, bridging communication gaps between technical and non-technical teams.</li></ul>	

- Accelerated project progress and minimised delays by ensuring smooth daily operations through effective coordination of 30+ labourers and clear, consistent communication across multilingual teams
- Improved accountability and reduced rework across multiple dam sites by building and maintaining site tracking systems that streamlined task monitoring and progress reporting.

Equity Bank  
[Financial Data Associate](#)

Nairobi, Kenya  
Jan-Aug 2017

## LEADERSHIP EXPERIENCE & NOTABLE PROJECTS

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WorldQuant University

[Applied Data Science](#)

- 8 end-to-end Data science projects (Housing in Mexico, Apartment sales in Buenos Aires, Air quality in Nairobi, Earthquake Damage in Nepal, Bankruptcy in Poland, Customer segmentation in the US, A/B testing at Worldquant University and Volatility Forecasting in India).

Water Access Analysis [Power BI Dashboard](#)

Project: Meal Match(food donation solution)

[Product Manager and Data Scientist](#)

- Led Agile sprints in AI-driven food waste reduction using big data analytics.

China business Statistics society

[Data scientist\(Chinese Smartphone Purchase Intentions Study\)](#)

- Analysed cross-cultural consumer preferences using SPSS and AMOS to evaluate product knowledge, brand recognition, and service satisfaction to deliver actionable marketing insights | won national first place

SQL Capstone Project

[Data Science Job Analytics](#)

- Utilised PostgreSQL for data management, Visual Studio Code for development, and Git & GitHub for version control and collaboration to identify data analyst roles and high-demand skills.

## EDUCATION

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**University of Strathclyde**

**Glasgow, United Kingdom**

**MSc | Machine Learning and Deep learning**

**2025-2026**

Intelligent Sensing & Reasoning, Neural Networks & Deep Learning, Digital Signal Processing, Reasoning for Intelligent Agents, Machine Learning for Data Analytics, Deep Learning Theory & Practice, Information Access & Mining, Image and video processing

**University of Shanghai for Science and Technology**

**Shanghai, China**

**Bachelor of Engineering**

**2018-2023**

**Corporate Finance Institute**

**Certificates**

Business Intelligence and Data Analysis

Financial Modelling and Valuation Analysis

*May 2022- Jul 2022*

## SKILLS

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Machine Learning, SQL, Python, LLMs, Natural Language Processing (NLP), Deep Learning, Cloud Computing (AWS), Data Analytics & Visualisation (Tableau, Power BI), Jira, Confluence, Relational & NoSQL Databases, Agile Methodologies (Scrum, Kanban), AMOS, SPSS, Database Design, Computer Vision(ViT, CNN, YOLO)

LANGUAGES: English | Chinese Mandarin| Swahili