

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)	<i>Feb 2024- Current</i>
<ul style="list-style-type: none">• Increased operational efficiency by 15% through workflow optimisation and automation, managing data-driven projects using Python, SQL, and Excel.• Informed business strategy and improved decision-making by leading market research initiatives using both quantitative and qualitative analysis techniques.• 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.	
Omdena	Remote, Palto Alto , CA, USA
Product Manager (AI) Machine Learning & Computer Vision	<i>Sep 2024-Jun 2025</i>
<ul style="list-style-type: none">• 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.• 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).• Ensured timely delivery of project milestones using Agile project management techniques, including sprint planning, backlog refinement, and stakeholder reporting.• Improved team productivity by 20% using Slack, GitHub, and Jupyter Notebooks to enhance cross-functional collaboration and optimise workflows.	
Austeel International	Nairobi, Kenya
Data Analyst Logistics & Operations Analytics	<i>Mar 2022 - Oct 2022</i>
<ul style="list-style-type: none">• 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.• 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.• 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.	
<h3>OTHER PROFESSIONAL EXPERIENCE</h3>	
Erdemann Property Limited,	Nairobi, Kenya
Project Manager Assistant	<i>Aug 2021 -Mar 2022</i>
<ul style="list-style-type: none">• Improved on-time project delivery by 20% through structured distribution of lab reports and clear stakeholder communication, ensuring better coordination across schedules and teams.• 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.	
Avic International	Nairobi, Kenya
Project Management Assistant (Data & Operations Coordination)	<i>Dec 2020-Aug 2021</i>

- 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

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

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

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