

Barbara Obayi

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EDUCATION

University of Strathclyde <i>MSc in Machine Learning and Deep Learning</i>	Glasgow, United Kingdom 2025 – 2026
– Intelligent Sensing & Reasoning, Neural Networks & Deep Learning, Digital Signal Processing, Machine Learning for Data Analytics	
– Information Access & Mining, Image and Video Processing	
University of Shanghai for Science and Technology <i>Bachelor of Engineering in Civil Engineering</i>	Shanghai, China 2018 – 2023

KEY ACHIEVEMENTS

- Led a global team of 100+ ML engineers and data scientists to develop and deploy a Python-based crop disease detection system for Kenyan farms using ViT, CNN, and YOLO.
- Delivered data-driven policy and service insights for Singapore government agencies including the Ministry of Manpower, Central Provident Fund, and Singapore Tourism Board.

RELEVANT EXPERIENCE

Research & Data Analyst (Data Engineering Support) <i>Meltwater (Z-Biz Solutions)</i>	Feb 2024 – Present Remote, Singapore
– Improved operational efficiency by 15% through workflow optimisation and automation using Python, SQL, and Excel.	
– Led quantitative and qualitative research initiatives to inform business and policy decision-making.	
– Built Power BI and Google Sheets dashboards translating complex datasets for non-technical stakeholders.	
Product Manager (AI) — Machine Learning & Computer Vision <i>Omdena</i>	Sep 2024 – Jun 2025 Remote, Palo Alto, CA
– Led a global team of 100+ engineers and domain experts to deliver an AI-powered crop disease detection mobile application.	
– Improved data processing efficiency by 25% through structured workflows and reproducible ML pipelines.	
– Managed end-to-end ML lifecycle from data acquisition to model training and deployment using ViT, CNN, and YOLO.	
– Applied Agile methodologies including sprint planning, backlog refinement, and stakeholder reporting.	
Data Analyst — Logistics & Operations Analytics <i>Austeel International</i>	Mar 2022 – Oct 2022 Nairobi, Kenya
– Streamlined freight quotation analysis across 10+ logistics partners using advanced Excel analytics.	
– Improved reporting accuracy and audit readiness through data validation and integrity checks.	

OTHER PROFESSIONAL EXPERIENCE

Project Manager Assistant <i>Erdemann Property Limited</i>	Aug 2021 – Mar 2022 Nairobi, Kenya
– Improved on-time project delivery by 20% through structured reporting and stakeholder coordination.	
– Reduced rework by 30% by translating technical construction documents for cross-functional teams.	
Project Management Assistant (Data & Operations Coordination) <i>Avic International</i>	Dec 2020 – Aug 2021 Nairobi, Kenya
– Coordinated daily operations for 30+ labourers across multiple infrastructure sites.	
– Built site tracking systems to improve accountability and progress reporting.	
Financial Data Associate <i>Equity Bank</i>	Jan 2017 – Aug 2017 Nairobi, Kenya
– Supported financial data analysis and reporting for banking operations.	

LEADERSHIP & NOTABLE PROJECTS

WorldQuant University — Applied Data Science

- Completed 8 end-to-end data science projects across global datasets, including housing markets, air quality, customer segmentation, A/B testing, and volatility forecasting.

Meal Match — Food Donation Solution

- Served as Product Manager and Data Scientist for an AI-driven food waste reduction platform using big data analytics.

Chinese Smartphone Purchase Intentions Study

- Analysed cross-cultural consumer behaviour using SPSS and AMOS; awarded National First Prize by the China Business Statistics Society.

SQL Capstone — Data Science Job Analytics

- Used PostgreSQL, Python, Git, and GitHub to analyse job market demand and high-value skill trends.

CERTIFICATES

- Business Intelligence and Data Analysis — Corporate Finance Institute
- Financial Modelling and Valuation Analysis (May 2022 – Jul 2022)

SKILLS

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

LANGUAGES

- English — Mandarin Chinese — Swahili