

# VIOLET MUTUKU (Data Scientist | Data Analyst | Machine Learning Engineer)

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## PROFESSIONAL SUMMARY

I am a dynamic and results-driven **Data Science and Analyst professional with over three years of experience in data analytics, statistical modeling, and machine learning**. Experienced in **working remotely with clients from Asia, USA, and Europe on diverse data science projects via Upwork**. Adept at transforming complex datasets into actionable insights to drive data-informed decision-making. Skilled in Python, SQL, and visualization tools such as Tableau and Power BI. Experienced in predictive modeling, data wrangling, and stakeholder collaboration. Passionate about leveraging data-driven solutions to optimize business strategies. Actively seeking remote, hybrid or onsite roles in data science, machine learning, generative AI and data analytics.

## KEY ACHIEVEMENTS

- **Optimized FMCG Delivery:** Implemented a dynamic routing strategy using K-Means clustering, minimizing travel distances and improving vehicle utilization.
- **Reduced Customer Churn:** Developed machine learning models (Logistic Regression, Random Forest) to predict churn, enabling strategic retention initiatives.
- **Enhanced Retail Insights:** Analyzed customer transactions in Quantum's Data Analytics Simulation, uncovering purchasing trends and improving category performance.
- **Data-Driven Decision Making:** Leveraged statistical analysis and visualization tools to improve commercial outcomes and business strategies.

## SKILLS AND COMPETENCIES

### Hard Skills

- **Programming:** Python (Pandas, NumPy, scikit-learn), SQL, R
- **Data Visualization:** Tableau, Power BI, Matplotlib, Seaborn
- **Machine Learning & AI:** Supervised & Unsupervised Learning, Regression, Classification, Clustering, NLP
- **Big Data & Cloud Computing:** Google Cloud Platform, AWS (Basic)
- **Data Management:** ETL (Extract, Transform, Load), Data Wrangling, Data Cleaning, Feature Engineering
- **Tools & Frameworks:** Jupyter Notebook, Git, VS Code
- **Remote Collaboration & Project Management:** Slack, Zoom, Google Workspace, Trello, Microsoft Office Suite, Asana, Monday.com, Calendly

### Soft Skills

- Analytical Thinking & Problem-Solving
- Data-Driven Decision Making
- Stakeholder Engagement & Communication
- Team Collaboration & Project Management
- Attention to Detail & Research Skills

## PROFESSIONAL EXPERIENCE

### Data Analyst & Scientist (Freelance, Remote)

#### Upwork | May 2022 – Present

- Worked remotely with clients from Asia, USA, and Europe on diverse data science and analytics

projects.

- Conducted exploratory data analysis (EDA), data cleaning, and feature engineering for various clients.
- Built predictive models and machine learning algorithms to derive insights and drive business decisions.
- Developed and automated dashboards using Tableau, Power BI, and Python for real-time data visualization.
- Performed SQL queries and database management to extract, transform, and load (ETL) large datasets.
- Collaborated with cross-functional teams and stakeholders to deliver actionable insights through data-driven reports.

#### **Laboratory Analyst Assistant (Onsite)**

##### **Kenya Plant Health Inspectorate Service | Jan 2019 – Apr 2022**

- Conducted sampling, handling, and processing of biological specimens for data analysis.
- Analyzed pest risk data, contributed to surveillance programs, and prepared reports.
- Developed and validated analytical protocols for pathogen culturing.
- Ensured compliance with laboratory quality management systems and SOPs.

## **EDUCATION**

- **BSc Biochemistry**  
University of Nairobi, Kenya | Dec 2018

## **ADDITIONAL INFORMATION**

#### **Projects**

##### **Dynamic Routing Optimization for FMCG Delivery**

- Implemented a dynamic routing strategy using K-Means clustering to optimize FMCG deliveries.
- Minimized travel distances and improved vehicle utilization, reducing operational costs.

##### **Customer Churn Prediction & Retention Strategy Development**

- Built a machine learning model (Logistic Regression, Random Forest) to predict churn.
- Conducted exploratory data analysis (EDA) and preprocessing to enhance model performance.
- Delivered actionable insights to drive customer retention strategies.

##### **Quantum Data Analytics Job Simulation**

- Analyzed customer transaction data to uncover purchasing trends.
- Used Python and Power BI for data cleaning, segmentation, and uplift testing.
- Provided data-driven recommendations to enhance product category performance

#### **Certifications**

- ALX Data Science Certificate | Aug 2024 | ALX Africa
- Data Science Certificate | Jun 2024 | Sand Technologies

#### **Remote Work Ready**

- **Remote Suitability:** Access to high-speed internet (20 Mbps+ with Backup ISP), well-equipped Remote Workspace and **fluent in English (Native Speaker)**
- **Time Zone Flexibility:** Comfortable working across all time zones such as **MST, EDT, PST, CET, UTC, GMT & EST**
- Open to **hybrid, remote** and **onsite** job opportunities