Virginia Onchiri

Nairobi, KE | 0798192896 |virginiaonchiri@gmail.com |Linkedin| Portfolio

Results-driven Data Analyst with demonstrated expertise in machine learning and advanced analytics. Consistently delivered data-driven solutions using R, Python, and SQL, leveraging Pandas, Pyspark, NumPy, Scikit-Learn, Tableau, and Power BI to generate actionable insights. I am adept at leveraging time series techniques for sales revenue techniques, and I am seeking to drive business growth through data-informed decision-making.

EXPERIENCE

Pryce.AI | Data Scientist   Oct 2023 – Present

• Developed scalable data pipelines using Microsoft Fabric, consolidating multiple data sources and reducing processing time by 60%

• Built predictive models for client business forecasting, achieving 85% accuracy in market trend predictions.

• Streamlined reporting processes through automation, achieving 25% higher accuracy and 40% reduction in processing time.

• Led a team of 6 to optimize data workflows, resulting in improved operational efficiency.

• Created and implemented machine learning models to analyze client business processes, identifying automation opportunities that reduced operational costs by 20%.

• Developed AI-driven analytics solutions for clients across industries, resulting in 25% improvement in decision-making efficiency.

• Designed custom AI solutions for data processing, reducing manual analysis time by 30% while maintaining 95% accuracy.

Heaves International Company Ltd | Data Analyst Intern   July 2022 – Sep 2022

• Designed and created interactive Tableau dashboards that accelerated decision-making processes by visualizing KPIs and trends.

• Conducted statistical analysis and data mining on large datasets, identifying key trends and insights that informed the development of prediction algorithms, leading to changes in production and customer handling.

• Developed and executed a financial analysis model to project cost savings of 15% by transitioning from traditional packaging materials to biodegradable products, resulting in a significant reduction in carbon emissions and improved sustainability metrics.

• Conducted market research and analyzed consumer demand data to identify key product features that would drive sales growth. Implemented these features into the production process, resulting in a 5% increase in revenue within that quarter. Gathered and preprocessed customer data, including demographics, usage patterns, and service subscriptions.

• Led a team of 15 sales representatives and 2 branding managers in securing a deal with National Airport Services to offer exclusive bundle deals that included hotel packages, resulting in a 20% increase in the overall revenue.

Technical University of Kenya | Research and Development Trainee   March 2022 – August 2022

• Conducted thorough analysis of water projects in Garissa County, identifying a potential 10% cost savings through implementation of new technology and streamlined processes.

• Collaborated with a team of 5 people to develop and implement cost-saving initiatives, resulting in a 10% reduction in project expenses over six months.

PROJECTS

TIME SERIES ANALYSIS OF SALES OF HEAVES INTERNATIONAL COMPANY LTD

• **Summary**: The objective of this project was to observe the trend in sales over the past five years, predict the sales for the next five years, and make recommendations.

 • **Tools & Methodology:** R, PostgreSQL

CLASSIFICATION OF MARKETING CAMPAIGNS OF A PORTUGUESE BANK

• **Summary**: This project required exploring the intricacies of customer churn prediction in the banking industry to forecast and address customer attrition through data mining and predictive modeling.

 • **Tools & Methodology:** Python, NumPy, Pandas, Scikit-Learn, and PostgreSQL

HOUSING PRICE PREDICTIONS IN CALIFORNIA

• **Summary**: The project aimed to predict the prices of houses in cities in California using size, neighborhood, coordinates, and the number of bathrooms and bedrooms. Thereafter, create an interactive dashboard using Jupyter Widgets

 • Tools & Methodology: Python, NumPy, Pandas, Scikit-Learn, Seaborn, Plotly and ipywidgets

EDUCATION

WorldQuant University, Applied Data Science Lab	**2024**
Technical University of Kenya, BTech Applied Statistics	**2023**

SKILLS & INTERESTS

• Programming Languages: R & Python (NumPy, Pandas, Scikit-learn), SQL

• Machine Learning & Deep Learning: Metric development, time-series forecasting, statistical modeling, experiment design

• Tools & Frameworks: Databricks, Pyspark

• Data Visualization: Matplotlib, Seaborn, Tableau, PowerBI

• Excellent problem-solving and analytical skills

• Effective communication and collaboration abilities
• Automation, Data Integration, Real-Time Dashboards with Microsoft Fabric

- Advanced Querying, ETL, Data Transformation & Reporting with SQL and Pyspark

• Data Validation, Automation Scripting, Workflow Optimization

INTERESTS: Technology and invention, sudoku, swimming, and scrabble.

CERTIFICATIONS

Microsoft Fabric Analytics Engineer Associate   **F6AB2C-24FF46**

Data Analytics Professional Certificate   **Coursera**