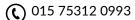
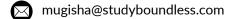
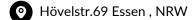
# **MUGISHA ENOCK**

# DATA ANALYST | MACHINE LEARNING ENGINEER

# CONTACT







in <u>linkedln</u>

Projects

# **SKILLS**

Power BI

Google Data Studio

Microsoft Package

Microsoft SQL Server

Numpy, Pandas & Plotly

XGBoost and TensorFlow

**DAX & Power Queries** 

A/B testing

Customer segmentation

**Graph API Development** 

PyTorch Scikit-learn GT4 property , GTM, & GA

## **LANGUAGES**

- English (Mother tongue)
- German: B2

#### REFERENCE

**Wolfgang Schlecht** 

Head of Energy Trade Department

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wolfgang.schlecht@gelsenwasser.de♦



#### **PROFILE**

Experienced in conducting comprehensive website performance using Google Analytics , GT4 property to evaluate Google Ads campaigns. Adept at implementing automatized interactive dashboards utilizing Locker Studio , Power BI , Python and Graphs APIs. Bringing 2 years of Machine learning algarithm implementation.



# WORK EXPERIENCE

#### Study Boundless | Essen NRW

Freelancer Bussiness Data Analyst

06.2024 - Present

- Manage WordPress websites, ensuring SEO-friendly structures and highperformance functionality
- Create and optimize Google Ads campaigns, leveraging data to enhance conversion rates and ROI.
- Develop Looker Studio & Power BI dashboards to track customer behavior, sales trends, and digital performance.
- Implement Google Tag Manager (GTM) and Google Analytics (GA4) to enable precise event tracking and reporting.

#### **Airport Research Centre LAachen NRW**

Data Analyst | Aviation Consultant

11.2023 - 06.2024

- Improved flight routes and developed machine learning models to predict passenger volumes, enhancing airport operations efficiency.
- Created forecasting models with RandomForesRegressor, XGBoost, and TensorFlow, integrating results into operational planning software CAST.
- Analysed passenger movements using Python, generating detailed behavioural reports.

#### Timeframe Ag l Essen NRW

Business | Web Analyst Intern

12. 2022 - 05.2023

- Specialized in website performance analysis and Google Ads performance evaluation using Google Analytics.
- Created Looker Studio-based interactive dashboards, automating data fetches and visualizations using Json, google sheets and Google apps script.
- Created customized google Tags and triggers into Events and conversions using google Tag manager and assistant and then get them embedded into various landing pages to achieve tailored results.

## **EDUCATION**

Mcs, Computational Engineering Ruhr-Universität Bochum 2019 - 2023 Bsc, Mechanical Engineering Budapest Technical University 2015 - 2019

