

MUGISHA ENOCK

DATA ANALYST | MACHINE LEARNING ENGINEER

CONTACT

- 015 75312 0993
- mugisha@studyboundless.com
- Hövelstr.69 Essen , NRW
- [linkedin](#)
- [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
+49 209 708 691
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 algorithm implementation.



WORK EXPERIENCE

Study Boundless | Essen NRW

- Freelancer Bussiness Data Analyst 06.2024 - Present
- Manage WordPress websites, ensuring SEO-friendly structures and high-performance 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 | Aachen 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 | 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