



EDUCATION

Egerton University

BSc. Economics & Statistics, 2019

COMPETENCIES

- ✓ Monitoring & Evaluation (M&E)
- ✓ Mixed Methods Analysis
- ✓ Dashboard & Data Visualisation
- ✓ Taxonomy & Data-Model Design
- ✓ Data Cleaning & Entity Resolution
- ✓ Data QA, Metadata & Reliability Scoring
- ✓ CRM Data Management
- ✓ Stakeholder Communication
- ✓ Primary Data Collection Tools

CERTIFICATES

- ✓ Data Analytics in Python
- ✓ SQL for Data Professionals
- ✓ Power BI Mastery

LANGUAGES

- ✓ Kiswahili (native)
- ✓ English (fluent)

CONTACT

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📍 Nairobi Kenya

Jessica Wangai

DATA ANALYST CONSULTANT – KENYA

Impact-driven Data Analyst with 5+ years of experience across agriculture, innovation, and development sectors, specialising in taxonomy and data-model design, data cleaning, entity resolution, quality assurance, metadata, and reliability scoring alongside dashboard design and M&E. Proven ability to build interoperable data pipelines and translate findings into strategic insights for program scaling. Experienced in supporting multi-country, donor-funded initiatives (e.g., GIZ, Founders Factory, SpaceAI). Fluent in Power BI, Superset, SQL, Python, Excel and Tableau.

WORK EXPERIENCE

Data Lead

2025 - present

ActionLab Africa

- Developing the Composite Data Value (CDV) framework and GDVRF+ methodology: a proprietary taxonomy and data-model for classifying and valuing disparate data types currently piloted, applying Five Safes/SATRE principles to metadata and access-control design.

Lead Data Analyst

2023 - 2025

SpaceAI | Nairobi, Kenya

- Designed dynamic Power BI dashboards and data visualisations to track dairy cooperative performance and farmer-level impact across 6 regions.
- Built an end-to-end data pipeline across multiple field and reporting databases, applying entity resolution and CRM-style interoperability to keep farmer records consistent across systems.
- Ran data cleaning, Quality Assurance, and reliability-scoring routines on daily field data with metadata logged per record; delivered daily/monthly Excel & CSV reports and an impact report that helped raise seed capital from GIZ, supporting over 30,000 farmers.

Data Analyst Consultant

2023 - 2024

Proportion Global / Founders Factory | Nairobi

- Designed a growth-index data model and scoring taxonomy standardizing funding-readiness assessment across 150+ startups, with metadata/QA checks supporting bi-weekly reviews that led to 33 ventures securing grants.
- Built Power BI dashboards for stakeholders and funders; led data collection, cleaning, and Excel/CSV delivery using Google Forms, Excel, and Power BI.

Zonal Account Manager (Data-focused Role)

2021 - 2022

Safaricom Ltd | Nairobi, Kenya

- Utilized Excel for segmentation analysis and data cleaning, boosting acquisition rate by 27%.
- Designed and maintained tracking tools for churn and revenue trends, leading to a 33% increase in regional revenue; managed CRM records for an assigned regional client portfolio.

RELEVANT CASE STUDIES

CASE 1 MAZIWA NI SCHOOL FEES (SPACEAI DESIGN LAB)

Kenya

Situation

Smallholder dairy farmers lacked access to formal credit due to low financial visibility, informal incomes, and limited trust in traditional institutions. This hindered their ability to invest in farm growth and access critical services like education financing.

Approach

Designed and implemented a data-driven credit scoring model leveraging psychometric analysis, milk production data, and behavioral insights, with a reliability score attached to each record based on source confidence. Piloted the model with 500 farmers in partnership with a local dairy cooperative. Used real-time dashboards to track loan eligibility, uptake, and repayment. Engaged farmers in human-centered research to refine model transparency and trust.

Result

- 70% increase in first-time loan uptake
- 25% improvement in repayment rates
- 85% of farmers reported increased trust in financial institutions
- Demonstrated the viability of alternative data in unlocking inclusive financing for rural communities

CASE 2 GEOSPATIAL DATA-DRIVEN ENERGY PLANNING (ACTION LAB | WORLD BANK | MINISTRY OF ENERGY)

Kenya

Situation

Fragmented energy infrastructure data and siloed agency planning limited Kenya's ability to prioritize and coordinate electrification projects. There was a critical need for interoperable, geospatially anchored data to support investment decisions and cross-agency collaboration.

Approach

Led the design and execution of a robust evaluation framework, defining a shared data model and metadata standards to make datasets interoperable across agencies. Collected and analyzed performance, behavioral, and contextual data across cohorts, applying data cleaning and quality-assurance checks. Synthesized findings into actionable insights that informed investor decision-making and pitching outcomes.

Result

- Framework co-designed by 7+ energy agencies for interoperable project evaluation
- Identified 2–3 electrification projects for end-to-end mapping and prioritization
- Laid the foundation for AI-powered geospatial tools to support national energy planning and investment

CASE 3 National Council for Kenya law Reporting(Kenya Law) - Legal Research Assistant Tool

Kenya

Situation

Kenya Law needed to power a research assistant tool across its full range of datasets; court cases, the Kenya Gazette and legislation, but the underlying data was fragmented, inconsistently formatted and not structured for machine use.

Approach

Led the data workstreams on the project; cleaned and standardised records across court cases, Gazette notices and legislation; designed a metadata schema to document each record's source, type and status for consistent classification; and prepared the structured ingestion pipeline handed off to the development team building the legal research assistant tool.

Result

- Delivered clean, standardized datasets across court cases, gazettes and legislation, ready for ingestion.
- Built a metadata schema enabling consistent classification across all three dataset types.
- Handed off a structured ingestion pipeline that enabled the developers build the tool.