

Peninah Wanjira Mwaura

Research & Economic Analyst | Statistical Modeling | Data-Driven Decision Support

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## Professional Summary

Detail-oriented and analytical research professional with a strong foundation in statistics, economics, and data science.

Experienced in conducting large-scale economic surveys, managing datasets, and performing advanced statistical analyses using STATA, SPSS, and Excel.

Demonstrated ability to support evidence-based policy development and business intelligence through data modeling, forecasting, and interpretation of complex data.

Adept in working independently and collaboratively in remote, multidisciplinary teams.

## Core Competencies

- Statistical Analysis & Econometrics (STATA, SPSS, Excel)
- Data Cleaning, Management & Visualization
- Financial & Economic Modeling (DCF, Sensitivity Analysis)
- Research Design & Policy Evaluation
- Labor, Inflation & GDP Trend Analysis
- Report Writing & Data-Driven Recommendations
- Remote Team Collaboration & Project Support
- Critical Thinking & Problem Solving

## Professional Experience

### Zhuri Feeds Limited - Sales Representative

Jan 2025 - Present

- Promoted and sold animal feeds and agricultural products to individual and bulk buyers.
- Developed and maintained strong relationships with clients to drive repeat business.
- Met and exceeded monthly sales targets through field visits and strategic outreach.
- Advised customers on product suitability and usage, improving customer satisfaction.

### Kenya National Bureau of Statistics (KNBS) - Public Service Intern (Economics & Statistics)

May 2023 - April 2024

- Cleaned and managed large datasets for the Consumer Price Index (CPI) and labor market surveys.
- Conducted economic and statistical analysis of inflation, employment, and macroeconomic indicators.
- Used STATA and SPSS to perform data coding, validation, and trend forecasting.
- Contributed to key national projects:
  - Kenya Household Master Sample Frame (KHMSF) - Statistical framework for national sampling.
  - School Census - Data analysis on funding gaps and resource allocation in education.

#### Huduma Credit - Financial & Credit Analyst

Mar 2022 - Dec 2022

- Conducted credit risk assessment and financial planning for clients.
- Assisted in building client financial models for debt restructuring and repayment planning.
- Utilized Excel-based models for evaluating loan performance and risk metrics.

#### Kenya Plant Health Inspectorate Service (KEPHIS) - Economic Research Analyst (Trainee)

Sep 2021 - Dec 2021

- Performed cost-benefit analyses for agri-policy interventions.
- Used ArcGIS and Excel for mapping market and supply chain data.
- Supported economic research on investment decisions in agribusiness.

#### Research Plus Africa - Market Research Analyst

Jan 2022 - Feb 2022

- Participated in field data collection through structured interviews and surveys.
- Conducted consumer and market research using standardized questionnaires.
- Analyzed survey results to uncover economic trends and inform business and policy decisions.
- Supported reporting and visualization of fieldwork findings for internal and client use.

#### Education

Kabarak University

BSc in Economics and Mathematics - Second Class Upper Division (2018 - 2021)

Corporate Finance Institute (CFI) - In Progress

Financial Modeling & Valuation Analyst (FMVA) Certification

## Technical Skills

- Statistical Tools: STATA, SPSS, Excel, Power BI
- Modeling: Financial modeling (DCF, Sensitivity), Econometrics
- Visualization & GIS: ArcGIS, Power BI
- Reporting: Policy briefs, technical reports, research summaries

## References

Available upon request.