

MONICAH WAMBUGU

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SUMMARY

I am a Graduate student at the School of Information at UC Berkeley focusing on **Product Management**. I am particularly interested in how data science and machine learning can be used to design products and applications that respond to the behavioral and socio-economic needs of target audiences. During my free time, I design the curriculum at [M SOMA](#), a training institute for Kenyan software developers.

WORK EXPERIENCE

- 2017 – present** **Lead Data Scientist, Loanbee**
Leveraging machine learning to perform credit scoring and fraud prediction for fintech start-up Loanbee that offers unsecured micro-loans to mobile subscribers in Kenya.
- 2014 – 2016** **Product Manager Content, Finserve**
Oversaw the strategy, delivery and launch of four information products under the umbrella brand Equitel ‘My Life’ (link: <http://equitel.com/my-life/>), reaching over a hundred thousand mobile subscribers with transformative information in Health, Financial Literacy, Education and open content (Wikipedia). These products were delivered through SMS and USSD, and were integrated into the SIM Card's STK menu. Key responsibilities included product development including consumer segmentation, user requirements specifications, and product go-to-market strategy.
- 2012 – 2014** **Data Analyst and Software Engineer**
Mobile Survey's In. mSurvey
Design and development of data collection survey tools for health and academic research projects such as the ones below:
[PrEP Research Study \(Kenya and Uganda\)](#).
Research on the exposure to HIV and AIDS as well as the effectiveness of the PrEP (Pre-Exposure Prophylaxis) drug.
[Text To Test\(Kenya\) Research](#).
Research on the effect of using text messages to provide sexual related information on the sexual behavior of teenage girls.
Other Data- Related Projects
[Digital Divide Survey \(Trinidad and Tobago\)](#)
Data analysis of mobile survey findings for the nation-wide digital divide survey in Trinidad and Tobago by the Telecommunications Authority of Trinidad and Tobago TATT. Publication available here: <https://goo.gl/b0g0zt>

EDUCATION

- 2016 – 2018** **Master in Information Management and Systems**
University of California, Berkeley. School of Information
- 2008 – 2012** **Bachelor of Science in Computer Science**
University of Nairobi, First Class Honors

FOCUS & SKILLS

- 1.Products
- 2.Data science

Relevant Coursework

1. Info. Technology Economics, Strategy and Policy
2. Fundamentals of Business
3. Applied Behavioral Economics
4. Information Law and Policy
5. Info. Visualization
6. Deconstructing Data Science

Technical Skills

Python, R
Data Visualization Tools (Highcharts, Tableau)
Web Development Tools (HTML, CSS, JavaScript)

Languages

English
Swahili

OTHER INTERESTS

Developmental Economics
Women in Technology

AWARDS

African MCF Scholar
Africa Prize for Engineering Innovation Finalist Shortlist (Royal Academy of Engineering)