

JOSEPHAT RICHARD MWAMBULA

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EDUCATION

Simon Business School, University of Rochester **Rochester, NY**
Master of Science in AI in Business (A STEM Designated MS Program) **May 2026**

- Merit Scholarship recipient | Relevant coursework: AI & Business, Generative AI, Big Data, Data Warehousing & Visualization.
- Clubs: Simon Product Management Club, Simon Data Analytics Club.

McCombs School of Business, University of Texas at Austin **Austin, Texas**
Postgraduate Program in AI and Machine Learning: Business Applications **November 2024**
Relevant coursework: Python, Machine Learning, Neural Networks, Computer Vision, Large Language Model, Cloud.

The Catholic University of Eastern Africa **Nairobi, Kenya**
Bachelor of Arts in Philosophy **October 2022**

- Summa Cum Laude (First Class Honors).

PROFESSIONAL EXPERIENCE

Etarho LLC **Rochester, NY**
Business Analyst **February 2026-Present**

- Conducted data mining and big data analysis using SQL and Python to identify parking inefficiencies by 23%, supporting forecasting models and strategic decision-making.
- Developed metrics reporting and automated reporting dashboards to monitor KPIs and improve operational performance.

Strong Memorial Hospital **Rochester, NY**
Customer Behavior Analyst **September 2023 - December 2024**

- Analyzed multi-source behavior datasets using SQL and dashboards tools, identifying engagement drivers and improving user retention by 16% through data-driven intervention.
- Partnered with cross-functional teams to implement data-driven interventions and process improvements by 34% increase.

Milembe Insurance Company | *First insurance company to innovate digital product in Tanzania* **Dar es Salaam, Tanzania**
Product Marketing Analyst **December 2019 - August 2023**

- Conducted market research and customer insights analysis using advanced excel, support pricing, campaign optimization, product positioning, improving performance by 21%.
- Analyzed customer data across multi-dimensional datasets, applying ETL concepts and large-scale data analysis to optimize retention by 17% and support model implementation.
- Supported program execution and promotional reporting across 13 regions using automated dashboards, improving performance tracking by 16%.

EXPERIENTIAL LEARNING

Simon Vision Consulting **Rochester, NY**
Customer Insights Analyst **September 2025-December 2025**

- Mapped and optimized end-to-end AI informed customer journey for a client's new product, conducting 30+ interview and behavioral analyses to uncover friction points for improved customer satisfaction score by 27% target.

McCombs School of Business **Austin, Texas**
Customer Success Analyst **March 2024 - October 2024**

- Addressed inefficiencies in customer data processing systems by conducting big data analysis on large datasets and designing a neural network to optimize data handling: supported metrics reporting and improved decision-making speed by 16%.
- Defined project requirements and acceptance criteria, contributing to design a CNN model development across 10K+ images, supported model validation, and developed automated reporting to monitor classification performance, improving efficiency by 31%.

ADDITIONAL INFORMATION

- **Projects:** Built a business forecasting model using python and SQL to predict user demands enabling data-driven decisions (2026)
- **Skills:** Statistical Modeling, Data Integrity, SQL, Power BI, ETL/data pipelines, Python, Data Mining, Forecasting Models.
- **Certifications:** Certified Scrum Product Owner (CSPO)-*Scrum Alliance*, Cloud Computing, Python Foundations.