

KEVIN MACHARIA

Kevomash2@gmail.com • Nairobi • 0725 010 838

Objective

I am a highly motivated Data Analyst with extensive experience in uncovering actionable insights across various industries, such as business intelligence, healthcare, and sales. My exceptional communication skills are complemented by robust interpersonal and organizational talents, which have contributed to my proven track record. I specialize in data analysis, predictive modelling, and data visualization, enabling me to solve complex problems and drive data-driven decision-making.

I excel in dynamic environments where I can leverage data to inform strategy, optimize performance, and exceed organizational goals.

My recent work includes leading projects that analyze customer behaviour, market trends, and operational efficiency. I am eager to contribute my skills to a forward-thinking organization, translating data into impactful business solutions.

Experience

Data Analyst – Brixton Business Solution – Jul 2023 – Present

Key responsibilities:

- Designed and delivered dynamic reports and interactive dashboards, enabling executives to make data-driven decisions quickly and effectively.
- Analyzed sales and customer data to identify trends, improving product offerings and marketing strategies, resulting in an increase in customer retention.
- Collaborated with cross-functional teams to translate data insights into actionable business strategies that enhanced both customer satisfaction and operational efficiency.
- Led diverse data analysis projects, including market research, customer segmentation, and sales performance optimization, driving strategic business decisions.

Sales Data Analyst - Taka Taka Solution Jan 2021 – June 2023

Key Responsibilities:

- Spearheaded the identification of new business opportunities through strategic market analysis.
- Fostered robust customer relationships, ensuring a solid and loyal client base.
- Crafted and executed innovative sales strategies to drive revenue growth.
- Spearheaded advanced market analysis to identify new business opportunities, resulting in a revenue increase.
- Created interactive dashboards to visualize sales trends and forecast future performance, allowing leadership to make informed, proactive decisions.
- Developed customer segmentation models based on purchasing behaviors, enabling targeted marketing strategies that boosted conversion rates.



Sales Executive - Prime Mattress Jan 2018 – Mar 2020

Key Responsibilities:

- Sales and marketing.
- Client follow-up and payment processing.
- Introduced Fiber mattresses to the Kenyan market
- Ensure deliveries are met.
- Ensure customers' needs are met.
- Demonstrated excellent customer service skills and professionalism

Shop Attendant - Mzaramo Hardware Aug 2014 - Nov 2017

Key Responsibilities:

- Stock management
- Customer service
- Store maintenance
- Cash handling
- Product Knowledge
- Sales Assistance

Education.

FreeCodeCamp.org |

Data Analysis with Python Certification, 2021

Data Visualization, 2021

Scientific Computing with Python Certification, 2020

Prime Stuff Training Institute |

Hospitality Orientation in Food and Beverage Service, 2018

Kenya Institute of Management.

Diploma in Business Management, 2014 – 2016.

St. Lawrence Schools and Colleges.

Certificate of Secondary Education, 2012

Mikindani Primary School (Kenya)

Certificate of Primary Education, 2006



Skills

- **Communication.**
- **Customer Service.**
- **Analytical Skills.**
- **Time Management.**
- **Data Analysis & Visualization:** Expert in Python, Pandas, Seaborn, Matplotlib, and SQL, capable of analyzing and visualizing complex datasets across industries, including sales, marketing, and operations.
- **Business Intelligence:** Skilled in developing interactive dashboards and reports with tools like Power BI and Tableau, enabling stakeholders to access and interpret data efficiently.
- **Market Research & Customer Insights:** Experience in conducting market analysis and customer segmentation to identify trends and opportunities, driving targeted business strategies.
- **Cross-Functional Collaboration:** Strong track record of working with diverse teams, effectively translating complex data insights into strategic recommendations across various business functions.