**BRENDA JEMATIA BONARERI**  
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**Objective**

Analytical and detail-oriented professional with a strong background in data analysis, revenue optimization, and strategic planning. With experience in transforming complex data into actionable insights, I aim to drive revenue growth and business performance as a Revenue Insights Analyst at Awin. Passionate about leveraging data to uncover growth opportunities and shape impactful strategies.

**Professional Experience**

**Data Analyst (Freelance)**  
*May 2024 – Present | Remote*

* Conducted in-depth analysis of revenue streams and customer behaviors, identifying key drivers of growth for diverse industries, including healthcare and technology.
* Built statistical models using Python and SQL to predict trends and pinpoint growth opportunities, achieving a 15% increase in client revenue through strategic recommendations.
* Developed and presented interactive dashboards in Tableau and Power BI to monitor key performance indicators, streamlining decision-making processes for stakeholders.
* Collaborated with marketing and sales teams to optimize pricing strategies and enhance customer lifetime value.

**Operations Trainee | Kenya Pipeline Company Limited**  
*May 2020 – August 2020 | Nairobi, Kenya*

* Enhanced operational efficiency by analyzing SCADA data to monitor pipeline pressures and product flow rates, contributing to a 20% reduction in delivery delays.
* Collaborated with teams to implement SAP system improvements, increasing accuracy in product logging and revenue accounting.

**Education**

**Bachelor of Science in Petroleum Engineering**  
*Kenyatta University, Nairobi, Kenya | Graduated: 2024*

* Relevant coursework: Statistics, Data Analysis, Financial Modeling, Python Programming, and Economics.

**Certifications**

* Python for Data Science (Anaconda)
* Excel Basics for Data Analysis (IBM)
* Supply Chain Foundations: Inventory Management (CSCMP)
* PMP Certification Training (Basics of Project Management)

**Skills**

* **Data Analysis & Statistical Modeling**: Proficient in Python, SQL, and statistical techniques for revenue trend analysis and forecasting.
* **Data Visualization**: Expertise in Tableau, Power BI, and Excel for creating impactful visualizations.
* **Revenue Optimization**: Skilled in pricing strategies and customer acquisition and retention improvements.
* **Communication**: Strong ability to translate complex data into actionable insights for stakeholders.
* **Technical Tools**: Experienced with CRM systems, business intelligence platforms, AI, and machine learning for predictive modeling.

**Projects**

**JPMorgan Chase & Co. Corporate Analyst Development Program**   
*September 2024 | Virtual Experience*

* Analyzed complex datasets using Excel, Tableau, and Power BI to provide actionable insights on revenue performance.
* Created comprehensive financial dashboards and reports, enabling leadership to track and forecast revenue metrics.
* Identified opportunities for process optimization, delivering a presentation with data-driven recommendations to improve revenue streams.

**Quantium Data Analytics Job Simulation Project**   
*September 2024 | Virtual Experience*

* Conducted customer analytics on transaction datasets, identifying patterns and delivering actionable recommendations for revenue growth.
* Designed data visualization dashboards to illustrate revenue trends and benchmark store performance.
* Provided strategic insights that supported data-driven decision-making for trial store layouts.

**Customer Churn Prediction (Python)**

* Built a machine learning model to predict customer churn, achieving 85% accuracy. Provided actionable insights to enhance customer retention strategies.

**Revenue Growth Optimization (Freelance)**

Conducted market trend analysis and developed recommendations for revenue growth, leading to a 10% increase in client’s market share.

**Extracurricular Activities**

**Volunteer Data Analyst**  
*Statistics without Borders, 2024*

* Contributed to data-driven projects to support underserved communities.
* Developed workflows and visualizations to address public health challenges.

**Volunteer Organizer**  
*Society of Petroleum Engineers (SPE)*, Nov 2020 – Dec 2021

* Organized technical conferences, workshops, and field trips, fostering collaboration among members.

**Wildlife Volunteer**  
***Global March -*** *Kenya Wildlife Service*, Sep 2017 & Apr 2019

* Participated in advocacy campaigns to raise awareness about wildlife conservation.

**Additional Information**

* **Languages**: Fluent in English, with strong communication and presentation skills.
* **Interests**: Passionate about using data to drive decision-making and improve business outcomes.