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Summary

I am a data analytics leader with 5+ years of experience driving growth and impact through data strategy, governance, and business intelligence. Skilled in R, Python, Power BI, and cloud pipelines, with a track record of building scalable systems and market models that accelerated clean energy adoption across Sub-Saharan Africa. Passionate about applying data to solve complex business, sustainability, and development challenges, combining technical expertise with stakeholder engagement and data storytelling.

Experience

Burn Manufacturing

Nairobi, Kenya

Data Analytics Lead (3+ years)

Jan 2023 – Present

- **Leadership & Strategy:** Lead a cross-functional team of 4 analysts (on-site & remote) to deliver strategic data initiatives aligned with company OKRs, governance, and growth objectives. Provided data advisory across Sales, Operations, Carbon, and Finance, integrating CRM, ERP (MS Dynamics), and field data collection tools (CAPI/CATI/CAWI).
- **Data Infrastructure & Governance:** Oversee cloud migration and data centralization on AWS, designing data lake and scalable analytics architecture. Applied governance and analytics practices for regulated environments (carbon verification, field-level compliance), ensuring data quality through SLA monitoring, validation checks, and pipeline audits.
- **Analytics & Insights Delivery:** Partnered with the carbon asset development team to deliver MRV-aligned insights and verification-ready reports for carbon credit issuance across Sub-Saharan Africa. Collaborated with field operations, finance, R&D, and carbon partners to align reporting with business and compliance needs.
- **BI & Data Democratization:** Developed 20+ Power BI dashboards (executive KPI scorecards, operational reports), driving data-driven decision-making at all levels. Deployed a self-service analytics platform (Metabase), reducing reporting turnaround by 70% and enabling broad access to business-critical data.
- **Automation & Engineering:** Built and maintained scalable pipelines with R, Python, AWS Glue, and Lambda to automate reporting and reduce manual work. Digitized warranty registration with Kobo Collect, enhancing traceability and compliance with data privacy laws.
- **Geo-Analytics & Market Growth:** Introduced ArcGIS-powered geo-analytics tools that enabled data-driven market expansion, increasing sales penetration by 70%.
- Designed and implemented high-impact models, including:
 - **Sales Sampling Model** – Ensured sales distribution accuracy & compliance.
 - **Customer Segmentation** – Drove targeted B2B distributor engagement.
 - **Market Penetration Analysis** – Identified stove adoption potential in priority regions.
 - **Credit Ceiling Model** – Balanced credit growth with risk via predictive analytics.
- **Capacity Building:** Delivered trainings on BI tools (Power BI, Metabase), improving data literacy and empowering both technical and non-technical teams.

Burn Manufacturing:

BI Analyst (3 years)

Nairobi, Kenya

Jan 2020 – Jan 2023

- Developed and launched 15+ interactive Power BI dashboards, streamlining reporting and significantly accelerating time-to-insight across departments.
- Championed data storytelling practices to elevate how insights were communicated, improving understanding and engagement with complex data by 37% among both internal and external stakeholders.
- Automated over 90% of recurring reports using R and Python, freeing up analyst time for advanced analytics and continuous improvement initiatives (Kaizen).
- Spearheaded the introduction and training of R and Python for big data analytics, upskilling the team and enhancing analytical capabilities organization-wide.
- Implemented an on-premises data warehouse as a tactical interim solution, reducing reporting time by 90% ahead of cloud data centralization efforts.
- Recognized as Employee of the Month (March 2022) for exceptional contributions in delivering timely, advanced analytics through impactful visualizations and insight-driven storytelling.

Dalberg Research – Market Research Company

Data Processing Officer

Nairobi, Kenya

April 2017 – September 2019

- Designed, evaluated, and deployed robust data collection modules using SurveyToGo, Kobo Collect, and ODK across multiple countries in Sub-Saharan Africa, ensuring standardized, high-quality data for key business and research use cases.
- Conducted end-to-end data analysis and reporting to enhance decision-making for both internal teams and external clients.
- Built dynamic Excel and Power BI dashboards leveraging advanced analytics and data storytelling techniques to improve client retention and inform strategy.
- Partnered with the Location Analytics (LOCAN) team to collect and analyze geospatial data, delivering geo-intelligence solutions based on area, GPS coordinates, distance, and spatial clustering to address real-world business challenges.

Education

University of East London (2024-2026)

Master of Science in Data Science – In progress

Jomo Kenyatta University of Agriculture and Technology (2014-2018)

Bachelor's Degree in Statistics- Graduated in November 2018

Skills & Certifications

1. Tata Data Visualization: Empowering Business with Effective Insights - Oct 2023

- Completed a simulation involving creating data visualizations for Tata Consultancy Services
- Prepared questions for a meeting with client senior leadership
- Created visuals for data analysis to help executives with effective decision-making.

2. Data Strategy and Governance- (Sep-2023)-Project Management Institute

3. Communicating with Executives- (Sep-2023)-Project Management Institute

4. Decision & Risk Management Professional (DEMP) (Sep-2023)-Project Management Institute

Technical Toolpack: R, Python, SQL, Tableau, Power BI, Cloud Computing(AWS), Self Service, Data Pipeline Orchestration, Kobo Collect, ODK, SurveyToGO, Team Leadership and Management, Talent acquisition and mentoring, Data Governance in Regulated Environments, End-user Training & BI Literacy, workflow Automation, KPI Development & Monitoring

Languages: English, Swahili

Certifications: Python, R, Power BI, Data Strategy, and Data Analytics Professional Certificates, Project management (Project Management Institute), Data Visualization Certificate from TATA.

Membership:

- Royal Statistical Society
- Kenya National Statistical Society.

References

I will gladly provide this upon request.