Data Analyst/ Business Analyst

JOHN ODHIAMBO

+254728036247 | odhis3p@gmail.com
https://www.linkedin.com/in/john-odhiambo-845212350?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3BTon6iffyRZWOkzHxDziiCw%3D%3D
https://github.com/JOHNDATAANALYST7813

Skills

- SQL (SQL Server, MySQL, PostgreSQL)
- Python (Pandas, NumPy, SciPy, MatPlotLib)
- Tableau
- Excel (VLookup, Conditional Formatting, Pivot Tables)
- Microsoft Power BI

Projects

ECCOMERCE BUSINESS ANALYSIS – Personal Project   May 2025

- Built an end-to-end **Power BI analytics dashboard** covering revenue, customer behavior, marketing performance, product profitability, and operations.
- Developed a **star-schema data model** and created advanced **DAX measures** (YoY Growth, Churn, CLTV, CAC, AOV, Discount Impact, ROI).
- Analyzed **$12.4M revenue and 50k customers**, identifying high-value segments and key retention drivers.
- Uncovered a **715% YoY profit decline**, showing overspending on acquisition (CAC $401 vs CLTV $254) and guiding marketing budget optimization.
- Delivered insights on product and channel performance boosting focus on top categories (Electronics, Sportswear) and improving strategy through discount, geo-targeting, and funnel recommendations.

GLOBAL SUPER-STORE ANALYSIS – Virtual Client's Project   May 2025

- Cleaned and prepared Global Superstore data using SQL and Excel for analysis.
- Built a Power BI star-schema model with key DAX measures (Profit Margin, YoY Growth).
- Designed a 5-page dashboard revealing top insights like Q4 sales peaks and discount-related profit loss.
- Recommended actions to optimize discounts, boost Q4 inventory, and improve weak regions.

FUEL ECONOMY ANALYSIS – Personal Project.   November 2025

- Cleaned and preprocessed fuel economy datasets using Python and Pandas to ensure accurate analysis.
- Performed exploratory data analysis (EDA) to uncover trends in fuel efficiency across vehicle types, manufacturers, and years.
- Visualized insights using Matplotlib and Seaborn, highlighting patterns in mileage, emissions, and engine performance.
- Delivered actionable observations for optimizing fuel efficiency, comparing vehicle performance, and guiding eco-friendly recommendations.

Work Experience

SALES AND CUSTOMER ANALYTICS – Shivling Supermarket   March 2025- October 2025

- Managed and cleaned sales and customer data in SQL databases to ensure data accuracy and consistency.
- Built Power BI dashboards to track revenue, product performance, and customer behavior.
- Analyzed sales trends, discount impacts, and high-performing products to optimize business strategy.
- Delivered insights on customer segmentation, top-selling items, and seasonal sales patterns to support decision-making.

Education

BACHELOR OF SCIENCE IN STATISTICS – Kisii University,Kenya.
Majors: Applied Maths,Statistics,Business Economics.