John Kimaiyo Resume

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Key Project

Project Title	Description	Tools Used	Video Demo
Airline Demand Analysis	- Time Series Trends - Basic Descriptive Statistics - Revenue Contribution Analysis	Microsoft Power BI Jupiter Notebooks Python Request Library(API)	Power BI Presentation SQL + Python Presentation

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Work Experience

Kenya Medical Supplies Agency (KEMSA)

Revenue Management Analyst
5th May 2025 to Date

- Developed and implemented **cost-plus pricing models** that ensured full cost recovery for all products by meticulously analyzing procurement, freight, storage, and overhead expenses.
- Conducted detailed **market and benchmarking analyses** to maintain competitive pricing against regional and international suppliers, enhancing KEMSA's market position while maximizing financial viability.
- Provided pricing models and financial support for major **tender bids and contracts** with key partners like The Global Fund and USAID, successfully securing critical funding and new business.
- Utilized historical sales data and trend analysis to **forecast future demand** for thousands of medical items, including malaria drugs and HIV test kits, anticipating seasonal patterns and health initiative impacts.
- Collaborated with supply chain and procurement teams to use these forecasts, **preventing critical stock-outs** and minimizing overstocking to improve capital efficiency.
- Monitored and reported on daily, weekly, and monthly **revenue performance**, identifying key drivers of financial trends and providing actionable insights to management.
- Analyzed **customer and product profitability** to inform strategic decisions on market entry, product assortment, and resource allocation.
- Created automated dashboards and reports using tools like **Power BI** to provide real-time, clear visualizations of revenue trends and financial health for senior leadership.
- Ensured **master data integrity** within the ERP system, maintaining accurate product and sales data essential for reliable analysis.
- Leveraged advanced analytical tools including **Microsoft Excel (PivotTables, Power Query), SQL** for data extraction, and **Power BI** for visualization.

Atlantis Technologies

Revenue Management Analyst
1st September 2020 to 30th 2025

- **Service Pricing:** Developed and maintained pricing models for different services (e.g., a cloud migration project vs. an ongoing cybersecurity monitoring package).
- **Value-Based Pricing**: Developed and maintained price solutions based on the perceived value and ROI for the client. This required deep collaboration with the sales and solutions architecture teams.
- **Tiered Offerings:** Created and priced different tiers of service packages (e.g., Basic, Professional, Enterprise) for their managed services to appeal to different customer segments.
- **Competitive Analysis:** Continuously monitored the pricing of competitors (other IT firms, cloud consultancies, MSPs) to ensured Atlancis remains competitive while highlighting its unique value proposition.
- **Discounting Authority:** Established guidelines for discounting. Approved or rejected discount requests beyond a certain threshold, ensuring they are justified and don't erode profitability.
- **Proposal Analysis:** Reviewed proposals and statements of work (SOWs) to analyze the profitability of potential deals before they are sent to clients.
- **Win-Loss Analysis**: Analyzed deals that were won and lost to understand the role pricing, packaging, and competition played. This data is crucial for refining future strategies.
- **Revenue Forecasting:** Predicted future revenue streams based on sales pipeline data, historical trends, and market conditions.
- **KPIs and Reporting:** Built dashboards and reports to track key performance indicators (KPIs) such as: **Monthly Recurring Revenue (MRR)**, **Annual Recurring Revenue** (ARR) for managed services, **Customer Lifetime Value (CLV).Profit Margin by Service Line** (e.g., How profitable is the Data & AI practice compared to Cybersecurity?), Revenue per Employee/Consultant
- **Market Trend Analysis**: Analyzed industry reports and internal data to identify new revenue opportunities (e.g., a growing demand for a specific AI service that Atlancis could develop and price).
- **Profitability Analysis**: Determined the most and least profitable services. That lead to recommendations to sunset underperforming offerings or double down on high-margin ones.
- **Bundling Strategies:** Identified opportunities to bundle services (e.g., bundling cybersecurity with cloud management) to increase the average contract value and improve client stickiness.
- **New Service Introduction**: Provided pricing and market-fit analysis for new services Atlancis is considering launching.
- **Segment Identification**: Defined client segments (e.g., by industry: banking vs. retail; by size: SME vs. large enterprise).
- **Segment-Specific Strategies**: Developed tailored pricing and packaging strategies for each segment. A large bank might have a higher willingness to pay for premium cybersecurity than a small retail business.

Kenya Airways
Revenue Management Analyst
5th Dec 2016–4th August 2020

- **Load Factor & Yield Analysis:** Monitored historical and current performance of specific routes (e.g., Nairobi-Johannesburg, Nairobi-London, Mombasa-Dubai). Analyzed not just how full flights are (load factor), but more importantly, how much revenue each passenger generates (yield).
- **Competitive Benchmarking:** Regularly checked the fares, schedules, and promotions of key competitors on KQ's core routes. This included other African carriers (Ethiopian Airlines, RwandAir), Middle Eastern giants (Emirates, Qatar Airways), and European carriers (KLM - their partner, British Airways).
- **Demand Forecasting**: Used historical booking data, seasonality trends, and market intelligence (e.g., major events like conferences in Nairobi, safari season, holidays) to predict future demand for each flight.
- **Market Share Analysis:** Tracked KQ's share of the market on its key routes against competitors to understand its competitive position.
- **Opening/Closing Fare Buckets**: Based on the demand forecasts, we decide how many seats to sell at the lowest fares and when to close those buckets to protect seats for higher-paying late-booking passengers (e.g., business travelers).
- **Booking Curve Analysis:** Studied the pattern of how seats are sold over time before departure. For a long-haul flight to London, bookings will come in much earlier than for a regional flight to Dar es Salaam. I adjust the strategy accordingly.

- **Overbooking Management:** Calculated the optimal number of seats to overbook on a flight to account for predicted no-shows, minimized the cost of empty seats while avoiding the costly and brand-damaging effects of oversales.
- **Group & Charter Request Evaluation**: Analyzed requests for block seat sales from tour operators or large groups. I assessed the impact on overall flight revenue and either accept, reject, or negotiate the offer.
- **Fare Mix Optimization:** Analyzed the performance of different fare products (Light, Classic, Flex) and recommended adjustments to their rules, restrictions, and pricing to better match customer segments.
- **Promotional Fare Analysis**: Evaluate the effectiveness of sales promotions. Did the "Panda Fare" to Guangzhou actually stimulate new demand or just cannibalize revenue from passengers who would have paid more?
- **Ancillary Revenue Integration:** Work with the ancillary team to understand how sales of extras (baggage, seat selection, lounge access) impact your core ticket revenue decisions. A low fare might be acceptable if the passenger reliably purchases high-margin ancillaries.
- **Route Profitability Analysis:** Provided data-driven insights on the performance of specific routes to help network planners decide on frequency changes, aircraft changes (up-gauging or down-gauging), or even route suspensions/launches.

BOMA Consulting
Financial Analysts Intern
1st January 2015 –30th November 2016

- **Vouching and Testing:** Performed detailed testing of transactions. For example, selecting a sample of sales invoices and **vouching** them back to shipping documents and customer orders to ensure sales are valid and recorded correctly.
- **Tie-Out and Reconciliation:** Ensured that the numbers in the footnotes match the main statements, and that everything adds up correctly. Helped prepare and test account reconciliations (e.g., bank reconciliations).
- **Analyzed trends in financial data** (e.g., gross margin month-over-month, year-over-year).
- **Calculated key financial ratios** (e.g., current ratio, inventory turnover, debt-to-equity) and investigated significant fluctuations.
- Developed expectations based on historical data and industry trends and then investigate any significant deviations.
- **Journal Entry Testing:** Reviewed journal entries, especially those made at year-end and by senior management, for appropriate documentation and authorization. You'll look for any unusual or out-of-period entries.
- **Walkthroughs:** Assisted senior auditors in performing "walkthroughs." This means tracing a transaction from its origin (e.g., a purchase requisition) all the way through to its recording in the general ledger, noting the controls at each stage.
- **Testing Controls Effectiveness:** Tested if they are operating effectively throughout the year. Involved selecting a sample of transactions and verifying that the control was performed correctly (e.g., that a manager properly approved an expense report).
- **Cash and Expenses:** Testing bank confirmations, reviewing bank reconciliations.
- **Fixed Assets:** Testing additions and disposals, reviewing depreciation calculations.
- **Accounts Payable and Expenses:** Testing accrued liabilities, searching for unrecorded liabilities.
- **Payroll:** Testing payroll expenses and accruals.
- **Preparing Audit Documentation:** Documented in "workpapers." Preparing clear, concise, and well-organized workpapers that supports the testing I performed.
- **Client Communication (Limited):** Requested supporting documents from the client (e.g., via a request list - "PBC" - Prepared By Client).
- **Team Coordination:** Helped managers with scheduling, meeting deadlines, and ensuring all sections of the audit file are progressing

KM Rop &Associates
Audit Attachee
1st May 2011 to 30th July 2011

- Performed bank reconciliations for clients.
- Filed tax returns for clients.
- Verified supplier statement reconciliations for clients.
- Conducted testing of internal controls.
- Performed a variety of auditing work under the guidance of a senior officer.
- Verified vouchers according to rules and regulations, involving primary data entry and routine auditing of cashbooks, imprest, and advances ledgers.

Education

Moi University
Bachelors in Business Management (Accounting)
Completion Year: 2014
Grade: 2nd Upper Honors Upper Division

Summit College of Accountancy
CPA Part I & II
Completion Year: 2021
Level: Part III, Completed Part I & II (Section 1 – 4)

Google Africa Developer Training Program
Google Cloud
Completion Year 2023

Google Africa Developer Training Program
Mobile Web Development
Completion Year 2022

<u>Referees</u>

Pauline Nyoru

- **Occupation:** Finance Manager
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Isaac Ngeno

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Hellen Mumbi

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Mr. Geoffrey Langat

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Patrick Kiptoo

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