

KEVIN OTIENO OWINO

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Data Analyst

Skilled data analyst with 2-year experience, offering exceptional ability to explore data, identify KPI'S, insight generation and visualization with excellent understanding of analytics tools for effective analyses of data and presentation.

EDUCATION

Bachelors of Applied Business Management
Brigham Young University(online) Dec 2025

Diploma in Computer Studies Dec 2012
University of Nairobi

SKILLS

- Data Analysis
- Data Visualization
- SQL (PostgreSQL & MySQL)
- Tableau
- R
- Attention to details
- Organization

CERTIFICATION

- Data Science – sankhyana consultancy

WORK EXPERIENCE

Faces Integrated LTD

March 2022 – present

Junior Data analyst:

- Created consumer trends analysis using excel to establish patterns on volumes
- Created monthly visualizations using excel for presentation to client and tracking Monthly and yearly performance
- Analysed data with SQL queries for a client that was operating in Key modern trade chains across the country with more than 50 SKUs
- Collaborated with project managers, gaining insights into merchandising fundamentals
- Developed weekly and monthly merchandisers attendance reports which improved attendance by 20%
- Performed forecast analysis using excel to learn of future trends that helped with planning purposes
- Collected data through the merchandising app for further analysis to understand competition and market

Hue Experiential marketing

Oct 2020 – Feb 2022

Junior analyst:

- Developed dynamic dashboards which saw an improved-on efficiency
- Automated reports for the sales teams using filters, parameters, which saw prompt follow through and improvement of overall sales performance by 15%
- Developed weekly and monthly reports for the merchandising and foot soldiers' teams based on defined metrics (Coverage and Sales) which led reduced absenteeism by 25%
- Presented analysis findings to management for further actioning which saw an improvement of field-based services by 30%
- Documented the analysis models for replication
- Performed regression analysis on excel to help with prediction of prices based on bivariate data

BTL Africa

May 2018 – Aug 2020

Merchandising manager

- Worked on sales reports and build insights to help client in making informed decisions
- Trained teams on the merchandising KPI's that saw an improvement on overall performance on the KPI's by 35%
- Assisted with negotiation of shelf displays across the chains serviced that saw an increase on overall share of shelf by 10%

Project

Analysis of the console industry

- Analysed the console industry data to learn of the patterns and how the industry has evolved since 1976

Link to the analysis: [Console analysis](#)