

Hello, I'm Felicia Mabena

Data Analyst | Data Science | Data Quality



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Professional Summary

Detail-oriented Data Analyst | Data Scientist | Data Management Professional with expertise in data governance, data analysis, business intelligence, and cloud-based solutions. Highly skilled in Power BI, SQL, SAP BI, Azure, AWS, and cybersecurity tools, with a strong background in ETL processes, machine learning, data visualization, and database management. Proven ability to lead cross-functional projects, optimize data workflows, and enhance data quality for strategic

Core Competencies

- ✓ Data Analytics & Visualization – Power BI, Tableau, Advanced Excel, SQL
- ✓ Data Engineering & ETL – Azure Databricks, AWS, SAP BI, SQL Server
- ✓ Data Management & Governance – Data quality control, security compliance, framework implementation
- ✓ Programming & Machine Learning – SQL, Scikit-learn, SciPy
- ✓ Cloud & Database Management – Azure, AWS, SQL Server, Databricks
- ✓ Business Intelligence & CRM – Power BI Dashboards, Salesforce, Microsoft Dynamics
- ✓ Cybersecurity & Risk Management – Intrusion Detection Systems (IDS), SIEM
- ✓ Project Management – Strategic planning, stakeholder coordination, workflow optimization

Technical Skills

- ◊ Data Analytics & Visualization – Power BI, Tableau, Excel
- ◊ Database Management – SQL Server, Azure Databricks, AWS
- ◊ Cloud Platforms – Azure, AWS
- ◊ Machine Learning Tools – Scikit-learn, SciPy
- ◊ Cybersecurity – SIEM, IDS
- ◊ CRM & Web Development – Salesforce, Microsoft Dynamics, HTML, Dreamweaver
- ◊ SAP Systems – SAP BI, SAP ERP

Key Projects:

- ❖ Cross-Pollination Project – Integrated multiple data systems post-merger, streamlining operations.
- ❖ Sales Fit Project – Optimized sales pipelines, increasing lead conversion rates.
- ❖ Dashboard Development – Designed Power BI dashboards for real-time business insights.
- ❖ Data Quality Enhancements – Eliminated redundancies, increasing data accuracy by 25%.
- ❖ Marketing Campaign Analysis Dashboard – Developed a real-time tracking system for advertising ROI.
- ❖ Duplication Macro Project – Automated data validation and eliminated redundant entries, improving efficiency.
- ❖ Project Management Initiatives – Oversaw critical data governance and analytics projects.

Professional Experience

PNet Pty Ltd – Johannesburg, Gauteng | 2021 - Currently

Head Data Quality Team, Data Management & Data Analyst

- Managed data quality and data management team, ensuring accuracy and security for 5M+ user records.
- Developed and implemented data governance strategies, optimizing compliance and security protocols.
- Designed automated data workflows, improving operational efficiency and minimizing data errors.
- Built Power BI dashboards to support executive decision-making.
- Executed mass updates on SAP and database systems, maintaining consistency and accuracy.
- Developed a real-time marketing campaign analysis dashboard, enhancing data-driven decision-making.
- Worked closely with Marketing teams to analyse campaign performance, providing insights to optimize targeting, engagement, and ROI.
- Led project management efforts to oversee key data governance and analytics initiatives.
- Managed e-commerce data, ensuring correct pricing, catalogue accuracy, and improved search functionality.
- Created macro-based automation to eliminate data duplication, reducing redundancy and improving data integrity.
- Provided training on SAP, data governance, and business intelligence tools across multiple departments.

Key Achievements:

- ✓ Reduced process duplication by 30% through workflow automation.
- ✓ Improved data accessibility and reporting accuracy through cross-functional integration projects.
- ✓ Enhanced data security and compliance, mitigating risks and improving regulatory adherence.
- ✓ Increased e-commerce platform usability and revenue through targeted optimizations.
- ✓ Successfully performed mass updates, improving data consistency across enterprise systems.
- ✓ Designed a marketing dashboard that optimized campaign performance tracking and ROI evaluation.
- ✓ Provided data-driven insights to Marketing, improving campaign effectiveness and audience targeting.
- ✓ Led project management initiatives, ensuring the on-time completion of high-priority data initiatives.

SA Digital Villages – Johannesburg, Gauteng | 2016 - 2020

System Administrator, Data Analyst and System Tester

- Created and managed customer accounts within the CRM system, improving data organization and user onboarding.
- Conducted system testing to evaluate software performance and ensure reliability before deployment.
- Managed CRM system implementation, enhancing customer relationship and data management workflows.
- Led data cleaning and reporting initiatives, improving decision-making and data accuracy.
- Collaborated with web development teams to enhance ISP platforms and optimize functionality.
- Worked closely with the Project Department, aligning data and technical solutions with business goals.
- Managed DocuSign workflows, ensuring secure document processing and seamless approvals.
- Performed decoding tasks to extract and interpret data efficiently.
- Used Google Earth for geographical data analysis and location-based decision-making.
- Integrated ISP services into company websites, improving service accessibility and visibility.
- Created and distributed ISP links, ensuring seamless client access to relevant services.

Regional Dispatch Specialist

Key Responsibilities:

- Coordinated dispatch operations, optimizing logistics and contributing to a 25% reduction in costs.
- Utilized Green Fleet Tracker, Google Maps, Google Earth, and Nova System for route planning, improving accuracy and cutting response times by 30%.
- Monitored full case lifecycle, from job assignment and tracking to cost estimation and resolution, helping achieve a 98% case closure rate.
- Provided accurate price quotations and securely processed credit card transactions, ensuring 100% compliance with financial protocols.
- Tracked fleet performance and client data using CRM systems and Google Sheets, increasing reporting accuracy by 40%.
- Assisted in fleet data analysis, optimizing route strategies and improving service delivery times by 20%.
- Maintained clear communication channels with internal teams and external partners to ensure regulatory compliance and efficient coordination.

Key Achievements

- ✓ Contributed to 25% cost savings through efficient dispatch coordination.
- ✓ Supported a 98% case resolution rate with optimized case tracking and reporting.
- ✓ Improved reporting accuracy by 40% using enhanced data tracking tools.
- ✓ Increased service efficiency by 20% through data-driven fleet management strategies.

Education & Certifications

- 🎓 University of Cape Town (Ongoing) – Data Analyst Certification
- 🎓 Harvard University Online (2024) – Data Science: Machine Learning
- 🎓 University of Colorado Boulder (2024) – Certificate in Databases & SQL for Data Science
- 🎓 Azure Databricks & Spark for Data Engineers – Certification in PySpark, SQL, Delta Lake, Unity Catalog

Professional Certifications:

- ❑ Microsoft Certified: Data Analyst Associate (Power BI)
- ❑ Google Advanced Data Analytics Specialization
- ❑ Google AI Essentials
- ❑ Google Cybersecurity Professional Certificate
- ❑ Google Business Intelligence Professional Certificate
- ❑ IBM Databases & SQL for Data Science with Python (With Honors)
- ❑ AWS Certified Database Specialty (DBS-C01)
- ❑ Salesforce Certified Administrator
- ❑ Microsoft Azure AZ-900 Certification
- ❑ Advanced Microsoft Power BI Certification
- ❑ Advanced Excel Certification
- ❑ Diploma in Web DesignAdvanced Excel Certification - Certificate

