

Paphiso Maseko

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Business Analyst

Results-oriented Analyst with 4+ years of cross-industry expertise in driving process optimization, strategic investments, and HR systems efficiency. Combines advanced technical skills (Power BI, SQL, Excel, SAP HR) with a data-driven mindset to deliver actionable insights, automate workflows, and align organizational goals. MBA candidate in Finance and Information Systems with a proven track record in revenue growth, portfolio performance, and HRIS project execution.

WORK EXPERIENCE

KGK Group • Botswana

09/2023 - Present

Business Analyst

- **Business Process Improvement & Workflow Automation:** Designed business process diagrams to map online sales processes and operational workflows. Partnered with IT to implement a barcode tracking system, automating 80% of manual stock reconciliation tasks and reducing discrepancies by 25%.
- **Market Research & Strategy Framework:** Analyzed competitors and segmented customers to counter declining luxury jewelry demand; applied break-even analysis to design a tiered pricing model, reducing entry-level prices by 30% and boosting B2B South African-market revenue by 5%.
- **KPI Tracking & Data Analysis:** Developed interactive Power BI dashboards to monitor luxury jewelry retail KPIs—sales growth, inventory turnover, and client experience metrics. Analyzed seasonal demand trends and bespoke jewelry performance to optimize inventory allocation, reducing stockouts by 20% during peak seasons and contributing to a 12% revenue increase in targeted markets.
- **Project Management:** Led modernization of KGK Group's luxury jewelry e-commerce platform via stakeholder workshops and competitor benchmarking (8+ brands, e.g., Cartier), identifying gaps in navigation and mobile responsiveness. Redesigned product discovery for high/low-value items using gemstone filters, reducing user friction. Streamlined timelines via Excel schedules, improving transparency and cutting weekly sync time. Presented biweekly executive demos aligning technical progress with business outcomes.

DeVere Group • Gaborone, Botswana

10/2019 - 05/2023

Investment Research Analyst

- **Portfolio Management & Asset Allocation:** Analyzed global equity, fixed-income, and alternative investment trends to optimize client portfolios, achieving an 8% performance improvement.
- **Risk Assessment & ESG Investing:** Evaluated macroeconomic risks and ESG factors to design tax-efficient strategies, preserving wealth for 50+ clients during market volatility.
- **Fund Performance Analysis & Due Diligence:** Conducted due diligence on fund managers and synthesized findings into client reports, enhancing transparency and trust.

Impala Platinum Mine • Rustenburg, South Africa

06/2018 - 07/2019

HRIS Analyst

- **Workforce Reporting & Talent Management:** Developed automated reporting solutions in Excel, enhancing HR performance tracking by 25%.
- **HR Compliance:** Analyzed HR data to ensure compliance with South African labor laws, drafting mock audit reports for workforce compliance.

- **SAP HR Systems Configuration:** Configured SAP HR modules to automate payroll process in order to streamline tax calculations and benefits administration, reducing processing errors by 15%.

EDUCATION

Masters in Business Administration in Finance and Information Systems

University Of Botswana • Botswana • GPA: 3.3

- *Relevant Coursework:* Quantitative Financial Modeling, Capital Structure, Fintech Ecosystems

Bachelors in Commerce in Business Administration

University Of The Witwatersrand • South Africa

- *Accolades:* Bain Consulting Workshop Participant, Yellowwood Marketing Case Competition Winner

Bachelor of Arts

University Of The Witwatersrand • South Africa

- *Relevant Coursework :* Economics, Statistics, Organizational Behavior

CERTIFICATIONS

Certified Analytics Professional (CAP) Candidate

INFORMS

Model Data in Power BI

Microsoft

SQL Data Reporting and Analysis

LinkedIn

Google Data Analytics Certificate

Google

Business Analytics with Excel : Elementary to Advanced

John Hopkins University

SKILLS

Analytical

- Benchmarking
- Data Visualization
- KPI Tracking
- Market Trend Analysis
- Retail Analytics

Technical Tools

- Advanced Excel (Pivot Tables and Macros)
- CRM Databases
- MS PowerPoint
- Power BI
- SQL

Core

- Process Optimization
- Stakeholder Collaboration
- Stakeholder Reporting
- Time Management