MUTISYA ONESMUS

Nairobi, Kenya | +254797811515

Email: mutisyamumo19@gmail.com | LinkedIn: www.linkedin.com/in/mutisya-mumo

Github: https://github.com/Mumo-The-Analyst | Portfolio: https://mumo-the-analyst.github.io

CAREER PROFILE

Analytical and highly organized data analyst with expertise in data extraction, validation, analysis, and visualization. Adept at applying statistical methods and analytical tools to uncover trends, generate actionable insights, and support data-driven decision-making that drives business growth.

PROFESSIONAL EXPERIENCE

Data Analyst - Contract   June 2025 - Present
Bioley Internet Services (BIS) International - Nairobi, Kenya

- Collected, cleaned, and transformed datasets of over 500 customer records, improving data accuracy for reporting by 30%.
- Developed interactive dashboards in Power BI and Excel, enabling management to track network performance KPIs in real time, reducing decision-making delays by 25%.
- Analyzed customer usage patterns and network downtime, identifying key trends that contributed to a 15% reduction in service outages over six months.
- Automated monthly reporting processes, saving 10 plus hours per month and improving report delivery timeliness by 80%.
- Collaborated with cross-functional teams to design data-driven strategies, helping increase customer satisfaction scores by about 25% within the first year.

Healthcare Data Analyst - Part Time   Mar 2025 - Present
Bestcare Chemist - Mwingi, Kenya

- Analyzed 50,000 plus sales transactions to identify best-selling medicines, increasing targeted stock by 20%.
- Monitored inventory and implemented improved stock-taking processes, boosting accuracy by 45%.
- Built Excel and Power BI dashboards to track sales trends, stock levels, and expiry dates, reducing stockouts by 25%.
- Conducted weekly sales analysis to optimize procurement decisions, increasing high-demand stock by 15%.
- Automated inventory and sales reports, saving 5 plus hours weekly and ensuring timely insights.
- Identified slow-moving medicines and suggested adjustments, cutting excess inventory by 10%.
- Collaborated with management to improve ordering strategies, improving stock availability and customer satisfaction by 15%.

PROJECTS

E-commerce Transactions and Clickstream Analysis

Tools: SQL, Power BI

- Consolidated and prepared data from 7 relational tables (including customers, sessions, events, and transactions) to enable a complete end-to-end customer journey and funnel analysis.
- Measured platform efficiency by calculating a 38.55% conversion rate and average cart size of 2.29 items per session, providing benchmarks for sales and UX performance.
- Segmented high-value customers, uncovering top spenders with lifetime purchases of US$2,230–US$3,026, enabling targeted retention and loyalty strategies.
- Analyzed repeat purchasing behavior and found a 12–14% repeat rate over five years, highlighting opportunities to improve customer lifetime value through retention initiatives.
- Evaluated the session-to-purchase funnel and discovered that only 6.2% of customers completed purchases, clearly identifying conversion drop-off points where optimization would yield the highest revenue impact.
- Built an interactive Power BI dashboard to track KPIs, funnel performance, and revenue trends, enabling stakeholders to make data-driven optimization decisions.

Customer Behavior Analysis

Tools: Python, SQL, Power BI

- Analyzed 3,900 customer transactions across demographic, pricing, and channel features to identify key drivers of revenue and repeat purchases.
- Identified 863 high-value customers who spent above the average order value despite using discounts, highlighting an opportunity for targeted loyalty and upsell campaigns.
- Discovered that discounted purchases accounted for ~50% of Hat product sales, indicating strong price sensitivity and enabling optimized discount allocation by product category.
- Segmented customers into New, Returning, and Loyal groups, enabling differentiated marketing strategies to improve retention and lifetime value.
- Found that younger age groups and male customers generated the highest total revenue, informing customer-focused promotional strategies.
- Improved data quality by resolving missing values and standardizing features, ensuring reliable insights for decision-making.
- Built an interactive Power BI dashboard to track revenue contribution, discount effectiveness, and customer segments, supporting data-driven pricing and engagement decisions.

EDUCATION

Taita Taveta University (TTU), Kenya   **Sep 2014 - Nov 2018**
- Bachelor of Science in Mathematics (Statistics) and Computer Science (Second Class Upper Honors)

SKILLS AND COMPETENCIES

- Proficient in analyzing large datasets using Excel, SQL, and Python to uncover trends, patterns, and actionable insights.
- Skilled in creating interactive dashboards and reports using Power BI and Excel, enabling real-time tracking of KPIs and business performance.
- Experienced in data cleaning, transformation, and modeling using Power Query, DAX, Star Schema design, and ETL processes to optimize data pipelines.
- Familiar with data engineering tools such as Docker, Apache Airflow, PySpark, Databricks, supporting scalable and automated data workflows.
- Basic knowledge of cloud platforms such as AWS and Microsoft Azure for data storage, analysis, and integration with analytics workflows.
- Strong analytical and problem-solving skills, with experience turning complex datasets into actionable business insights.

EXTRA-CURRICULAR ACTIVITIES

- Team Leader (TTU Hockey Men Team) - I proudly served as the team leader of my university hockey team, representing our university in various tournaments and showcasing my leadership and collaborative skills.

LANGUAGES

- English: Fluent and proficiency in writing
- Kiswahili: Fluent (Native Language)
- Kikamba: Fluent (First Language)

REFEREES
- Dr. Abdalla Kombo

Chairman Department of Mathematics, Statistics, and Physical Sciences

Taita Taveta University

P.O Box 635-80300 Voi, Kenya

Tel: +254 (0) 721 346 145

Email: abdkombo@ttu.ac.ke

- Dr. Alex Musili

Manager Bioley Internet Services (BIS)

Nairobi Kenya

Tel: + 254 (0) 720 858 030