

# SSENFUMA GODFREY | Data Analyst

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## PROFESSIONAL SUMMARY

Detail-oriented Data Analyst with expertise in transforming large raw datasets into actionable insights to protect revenue and data drive strategic decision-making.

Skilled in SQL, Python, Excel and visualization tools (Power BI, Tableau) with hands-on experience.

Experienced in cleaning, analyzing and interpreting datasets to support business strategic recommendations.

## CORE SKILLS

**Technical Skills:** Credit Risk Modeling, Analytics Techniques, PAR Calculations, Financial Forecasting, CRM Financial modeling, Budget management Techniques, Reporting/Presenting, Visualizing data .

**Interpersonal Skills:** Verbal Communication, Relationship-Building, Leadership Skills, Approachability, Teamwork Problem-Solving, Adaptability.

**Technical Tools:** SQL(PostgreSQL, MySQL), Power BI (DAX), Tableau, Microsoft Excel(Power Query, Macro), Python.

## PROFESSIONAL EXPERIENCE

### Data Analyst - Soccanett kampala 2023 - Present.

- Developed and maintained dashboards showing KPIs using tools like Power BI to track sales performance, over 1.3 million customer's behavior plus market trends hence enabling data-backed decision-making for the market and finance department.
- Conducted analysis of client data and competitive landscapes to support the creation of targeted pitches, proposals and pricing strategies through data insights.
- Analyzed 1.5 million customer records to identify churn patterns and quantify 590 customers had high churn rate of over 75.6%, 55,000 customers with good retention rate over 84% .
- Identified 63% of total customers by using MySQL, came from central region of Uganda, they contributed 79% to the total sales. This helped the finance team to identify those regions which are under performing and recommended a strategic data driven decision.

### Product Analyst - Freelance Project (Remote) March 2022 - June 2022.

- Conducted exploratory data analysis of over ten products and identified that phone covers had highest demand however, contributed 26% on the total revenue. Followed by screen guide and ipods contributed 19.4% towards the total revenue.
- Discovered product like phones had generated 46.7% towards the total revenue, continued with depth product analysis and found out that iphones contributed 29.7% and samsung phones with 17%.
- Built a sales performance interactive Tableau dashboards to analyze revenue trends across ten products and executive reports translating complex data into strategic recommendation

### Graphic Designer - Creative Media Ltd 2019 - 2021

- Created client facing visual contents like posters, flyers, social media poster and logos using Adobe Photoshop, Illustrator, and CorelDRAW, which helped them in their market campaigns hence increasing customer's engagements and retention.

## ANALYTICAL PROJECTS

### Business Performance Analysis | Excel(Power Query), PowerBI.

- Uncovered a sharp revenue contraction of -31.3% in April and -37.4% in May 2025, signaling a systemic issue requiring immediate strategic intervention to mitigate further financial risk and stabilize business performance.
- Revealed that the USA accounts for 53.3% (\$274.15K) of total revenue, while underperforming markets like Germany (\$68.87K) and Canada (\$64.94K) represent a \$209.21K gap in untapped revenue potential, highlighting a critical opportunity for targeted market expansion and resource reallocation.
- Identified dramatic performance fluctuations and operational inconsistencies across regions, underscoring the need for a data-driven approach to optimize inventory management, marketing spend, and supply chain resilience for sustainable long-term growth.

### Restaurant Customer Lifetime Value Analysis | SQL, Tableau..

- Uncovered \$420K in revenue opportunity by identifying top 20% of customers drive 60% towards sales and recommended targeted advertisement spend reallocation to 25-35 age demographic.
- Found failed deliveries increase churn risk by 3x, enabling operations team to prioritize \$50K logistics investment with projected 40% churn reduction.
- Identified premium item bundling opportunity projected to increase average order value by 25%.

## EDUCATION

Bachelor of Science in Business Computing and Data Analytics. | Victoria University | 2020 - 2023

Diploma in MYSQL and Statistics for Data Analysis. | Alison | 2021

Data Science and Analytics Certificate . | HP LIFE | 2024