



## Sylvanus Otieno

**Data Analyst | Sales & Marketing Manager | ICT Professional**

### PROFILE

I have growing interest in the finance domain and hands-on exposure to practical financial decision-making through pricing and cost analysis in e-commerce operations. In my current role, I analyze product costs, platform commissions, logistics, and transportation expenses to set competitive yet profitable prices on platforms such as Jumia and Jiji.

My academic background in Mathematics and Statistics provides a strong foundation in numerical analysis, data interpretation, and problem-solving. I am highly trainable, eager to learn formal finance processes, and motivated to grow within structured finance environments.

### TECHNICAL SKILLS

#### **Data Analysis & Reporting**

Experienced in analyzing datasets, generating insights, and producing structured reports to support decision-making and performance tracking.

#### **SQL & Database Management**

Skilled in writing queries, managing data integrity, and extracting meaningful information from relational databases.

#### **Power BI & Data Visualization**

Proficient in creating interactive dashboards, KPI reports, and visual summaries for monitoring trends and business performance.

## Pricing & Cost Analysis

Hands-on experience in margin calculation, commission analysis, logistics costing, and cost-based pricing to ensure profitability.

## SOFT SKILLS

Leadership & Team Coordination

Communication & Presentation

Time Management & Organization

Problem Solving & Decision Making

Adaptability & Critical Thinking

Attention to Detail & Accuracy

## WORK EXPERIENCE

### Sales & Marketing Manager / Team Lead – Secom World Limited Technologies

Oct 15, 2025 – Present

Lead sales and marketing operations with responsibility for Jumia marketplace management, pricing strategy, margin optimization, seller score performance, timely deliveries, returns handling, and participation in promotional campaigns to drive profitable growth.

### Network Department – Jumia Main Warehouse

Oct 13, 2025 – Dec 15, 2025

Supported warehouse network operations through system data entry, inventory tracking, stock reconciliation, and dispatch coordination.

### ICT Intern – County Government of Bungoma

May 10, 2024 – Aug 19, 2024

Provided ICT support, system troubleshooting, report preparation, and organization of financial and administrative data.

### Data Analyst – Sogutu HQ Telekom

2022 – 2023

Conducted data analysis, visualization, and reporting to support business decisions.

## LEADERSHIP EXPERIENCE

### President – UNESCO Club

2024 – 2025

Led initiatives, events, and represented the club.

### General Manager – UNESCO Club

2023 – 2024

Managed operations and coordinated projects.

## EDUCATION

### BSc Mathematics & Computer Science (Statistics)

2021 – 2025

## CERTIFICATIONS

BSc Mathematics & Computer Science – Kirinyaga University

Diploma in Data Analytics – UniAthena

Web Development Certificate – PLP

Power BI Professional Certificate

PHP Development Certificate

## CONTACT

Email: sylvanusotieno1@email.com

Phone: +254 799 997 183