

## VINCENT OCHIENG ODERA

### Data Analyst

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Nairobi, Kenya

## PROFESSIONAL SUMMARY

Detail-oriented and results-driven Data Analyst with a solid foundation in statistical modeling, business intelligence, and data visualization. Adept at transforming raw data into actionable insights to support business strategy and operational decision-making. Currently working at Calltronix Kenya Limited, where I lead data-driven initiatives that optimize customer experience, improve efficiency, and boost revenue. Strong communicator and problem-solver with a passion for uncovering trends and patterns that guide impactful business decisions.

## CORE COMPETENCIES

- **Data Analysis & Statistical Modeling:** SPSS, STATA, R, Excel, Python
- **Business Intelligence & Strategy:** Data-driven insights for operational and strategic decisions
- **Data Visualization & Reporting:** Power BI, Tableau, dashboard development
- **Database Management:** SQL, MySQL, Data Warehousing
- **Problem-Solving & Critical Thinking:** Analytical mindset with a focus on continuous improvement
- **Stakeholder Communication:** Translating complex data into clear business recommendations

## EDUCATION

### Laikipia University

- **B.Sc. in Statistics** | 2018 – 2022  
Second Class Honours, Upper Division
- **Certification in Computer Packages (SPSS, STATA, R, Excel, Database Management)** | 2019 – 2022

### Omboga High School

- Kenya Certificate of Secondary Education (KCSE) | 2013 – 2017

### Ong'ang' Primary School

- Kenya Certificate of Primary Education (KCPE) | 2005 – 2012

## PROFESSIONAL EXPERIENCE

### Data Analyst

*Calltronix Kenya Limited* | Jan 2025 – Present

- Analyze operational and customer data to identify trends, performance gaps, and growth opportunities
- Develop and maintain interactive dashboards and reports using Power BI and Tableau for real-time business insights
- Collaborate with cross-functional teams (marketing, customer service, and management) to provide analytical support for strategic initiatives
- Monitor key performance indicators (KPIs) and provide actionable recommendations for improving service delivery and customer retention
- Conduct A/B testing and campaign analysis to evaluate marketing effectiveness

- Automate routine reporting processes using Python and Excel macros

### **Customer Service Executive**

*Calltronix Kenya Limited* | May 2024 – Dec 2024

- Resolved customer issues promptly through data-driven decision-making and escalations
- Captured and analyzed customer interaction data to improve service strategies
- Maintained accurate CRM records and monitored customer satisfaction metrics
- Identified recurring customer issues and collaborated with the analytics team to develop data-backed solutions

### **Part-Time Lecturer – Statistics & Data Analysis**

*Laikipia University* | Oct 2023 – Apr 2024

- Delivered lectures and practical sessions on statistical tools and data analytics concepts
- Guided students on using SPSS, R, and Excel for real-world data analysis projects
- Participated in curriculum reviews to align academic programs with industry needs
- Evaluated academic performance and mentored students on career development in data science

### **Data Analyst Intern**

*National Health Insurance Fund (NHIF)* | Jul 2022 – Dec 2022

- Analyzed healthcare claim data to detect anomalies and streamline payment processing
- Supported biometric registration systems and verified membership data accuracy
- Provided analytical reports on service usage and member behavior trends
- Assisted in policy decision-making by preparing data summaries for executive review

## KEY ACHIEVEMENTS

- **Operational Efficiency:** Improved business processes by automating data reporting workflows, reducing manual reporting time by 40%
- **Data-Driven Decisions:** Led analytics projects that optimized customer support strategy, improving customer satisfaction scores by 25%
- **Revenue Growth Support:** Provided predictive models and insights that supported upselling and cross-selling strategies
- **Academic Impact:** Successfully trained over 100 university students on data analysis tools, aligning academic theory with industry standards

## TECHNICAL SKILLS

- **Data Analysis Tools:** SPSS, STATA, R, Excel, Python
- **Data Visualization:** Power BI, Tableau
- **Database Management:** SQL, MySQL, Data Warehousing
- **CRM & Support Tools:** Salesforce, Zendesk
- **Productivity:** Microsoft Office Suite (Word, Excel, PowerPoint)

## REFERENCES

- **Anorld Otieno** – Supervisor ,Calltronix ltd | 0795391331
- **C. Towett** – Assistant Manager, NHIF | 0775 904 296
- **Dr. Peter Maina** – Lecturer, Laikipia University | 0722 711 469